

CSG CONSUMER SPENDING REPORT

APRIL 2018

RESTAURANT + RETAIL SPENDING HOLD STEADY

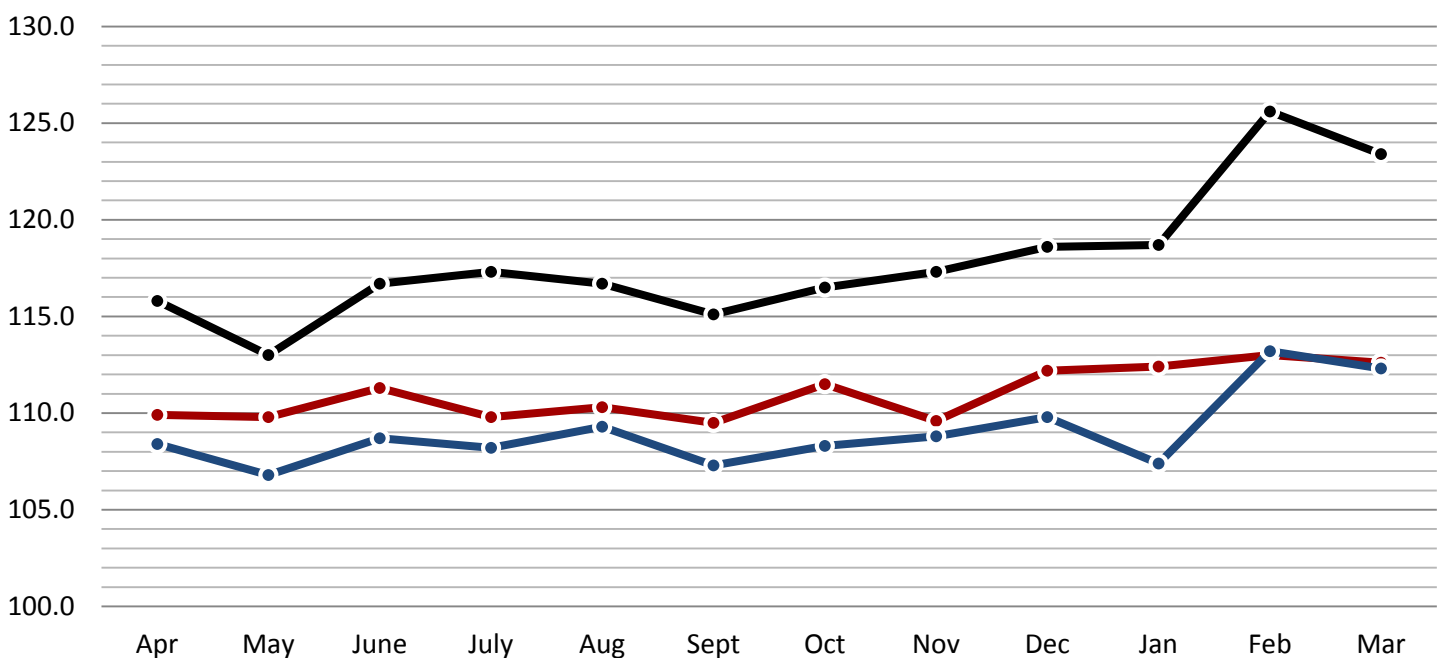
Consumer Views on the Economy Pull Back Top-Line US Spending Monitor

Chain Store Guide's Consumer Spending Monitor has fallen from its record high in March, a record high which was the product of the second-largest, one-month gain in this report's four-year history.

It's the second factor in last month's spike that isn't faring as well this month - Americans' views on the economy have cooled in the last 30 days, and we break down these views on page 2.

The Retail Spending Index, a component of the US Spending Monitor that helped drive last month's surge, has leveled off, but consumers still plan to spend at relatively high levels in the month to come.

As for the Restaurant Spending Index, it's relatively flat but continues its gradual long-term rise, reflecting the general trend of more food dollars spent away from home.

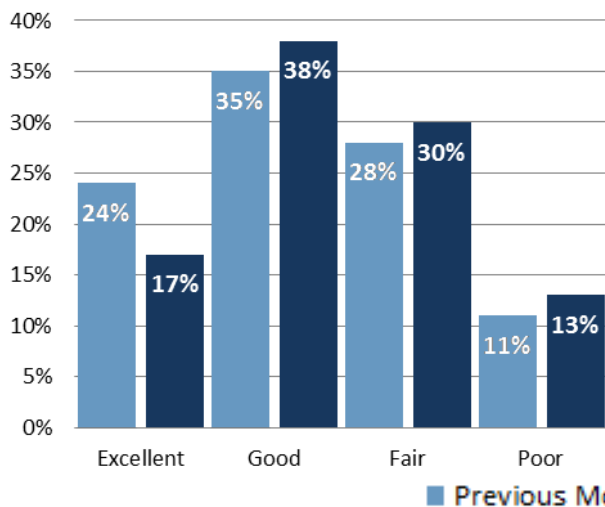


CONSUMERS COOL ON THE ECONOMY

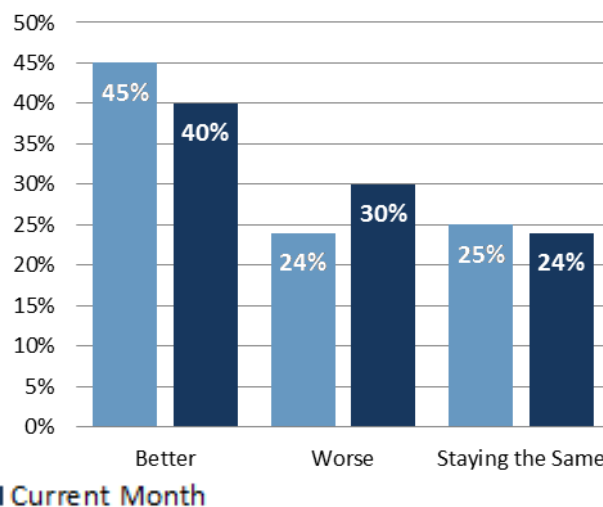
Have We Passed the High-Water Mark?

CSG polling for April has uncovered what could be the beginning of a sea change in consumer views on the economy. Or, after reaching historically high levels of positivity last month, the most recent results could simply be a slight corrective. However, with talks of a trade war and the increased pessimism on Wall Street, the negativity is bound to trickle down to the psyche of man on the street.

Q. RATE THE ECONOMY



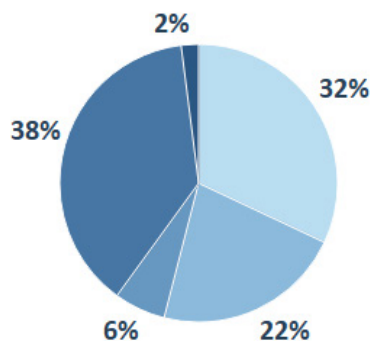
Q. IS THE ECONOMY GETTING BETTER, WORSE OR STAYING THE SAME?



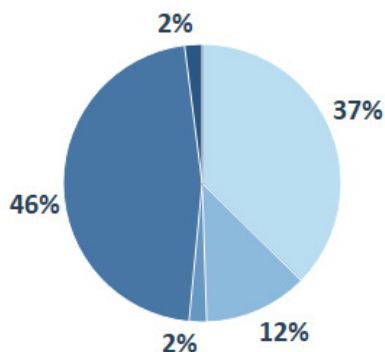
DINING TRENDS MEN DINE OUT MORE, MORE OFTEN

Q. IN A TYPICAL WEEK, HOW OFTEN DO YOU GO OUT TO A RESTAURANT FOR DINNER?

MEN



WOMEN



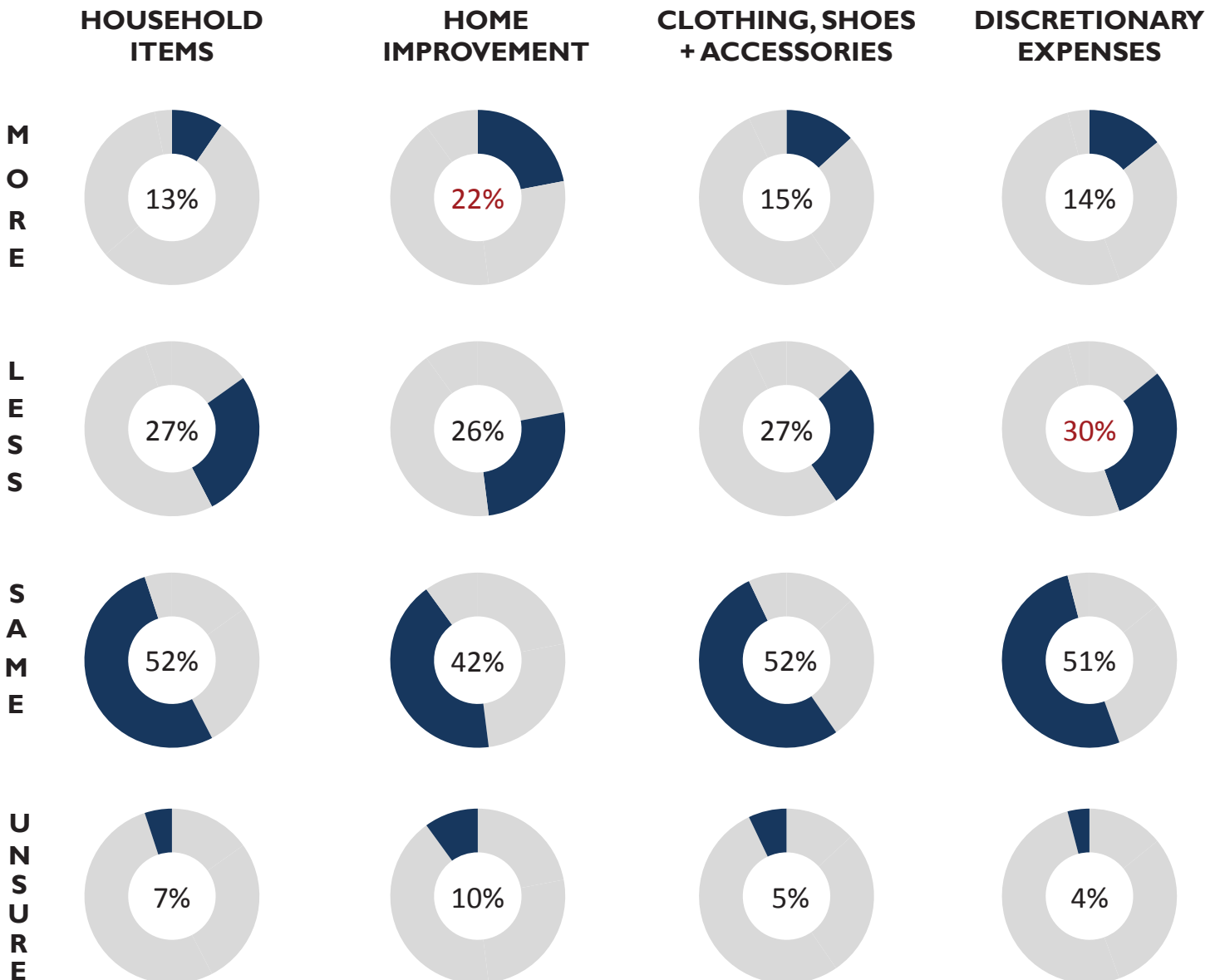
Each month, we poll consumers concerning their dining habits, with few notable differences to be drawn in the responses between men and women - with the exception of one. Men are more likely than women to frequent restaurants on a weekly basis (60% vs. 51%), and men who do dine out tend to do so more often than women.

- Once a week
- Two to three times a week
- More than three times a week
- Rarely or never
- Not sure

RETAIL FOCUS

The respondents in our latest round of consumer polling signal a continuation of recent high levels of retail spending in April. The charts below provide insight on their purchase intentions across four broad sectors.

Q. IN THE NEXT MONTH, WILL YOU SPEND MORE, LESS OR ABOUT THE SAME ON _____



ABOUT CHAIN STORE GUIDE

For more than 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.

Our data includes all major retailers, restaurants, distributors and wholesalers in the United States and Canada with contact information on over 70,100 chains.

OUR DATA IS USED FOR

- **Competitive Analysis**
- **Proximity Analysis**
- **Market Share Reporting**
- **Industry Profiling**
- **Market + Trend Analysis**
- **Forecasting**
- **Site Planning**
- **Industry Profiling**
- **Data Appending/Cleansing**
- **Lead Generation**

ABOUT THE CONSUMER SPENDING REPORT

The CSG US Spending Monitor, Retail Spending Index, and Restaurant Spending Index are monthly indexes of consumer spending intentions and capacity **based on interviews with a random sample of 1,500 U.S. adults**. In addition to spending, the survey asks consumers their opinions on the U.S. economy and their personal finances, retail and other discretionary spending. The Monitor began in January 2014 with a base index of 100. CSG captures a unique view of consumer, retail, and foodservice spending intentions. The CSR includes the CSG US Spending Monitor, which tracks economic confidence and spending intentions of US consumers, the CSG Restaurant Spending Index, which measures consumer spending intentions for restaurant purchases, and the CSG Retail Spending Index that measures consumer retail and discretionary spending confidence.