

About the Consumer Spending Report

The Chain Store Guide 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 questions about their retail, restaurant and other discretionary spending, the survey also asks consumers their opinions on the US economy and their personal finances.

APRIL DIP HITS AGAIN IN 2019

US CONSUMERS SPENDING LESS AND SAVING MORE

With March Madness officially over, people can turn their attention to the warmer weather slowly creeping across the U.S. With rising temperatures, 25% of people surveyed stating they would be spending more money than previous months on home improvement projects; which is excellent news for those in the hardware, remodeling, and landscaping businesses. The apparel, electronic, and furniture industry will not see the same rewards as their hardware counterparts.

There was a dip in estimated retail spending, which looking at past numbers seems to be a trend. The April Dip could be contributed to people coming back from Spring Break, but the volatility we saw in March is continuing into April. 30% said they would be spending less this month than previous months on apparel, electronics, furniture, and entertainment. Unfortunately for retail, the rise in home improvement spending could not keep the April Dip from happening.

Restaurants are seeing a similar dip in spending going from a 117.5 spending index to 111.7. The warmer weather means more time to grill, and with taxes being due, people are reluctant to spend their money dining out. 42% surveyed said they rarely or never go out to a restaurant, though that number is still declining from where it was five years ago. The 111.7 index is on par with retail which fell to a similar 111.4 even though most people agree the economy and their finances are doing better. Though, nearly 50% of people say they would not be able to continue their current lifestyle if they suddenly lost income. The weight of current events, taxes being due, and people uncertain about the future have made people more price conscious which means they're spending less.

CSG
US Spending Monitor
122.7

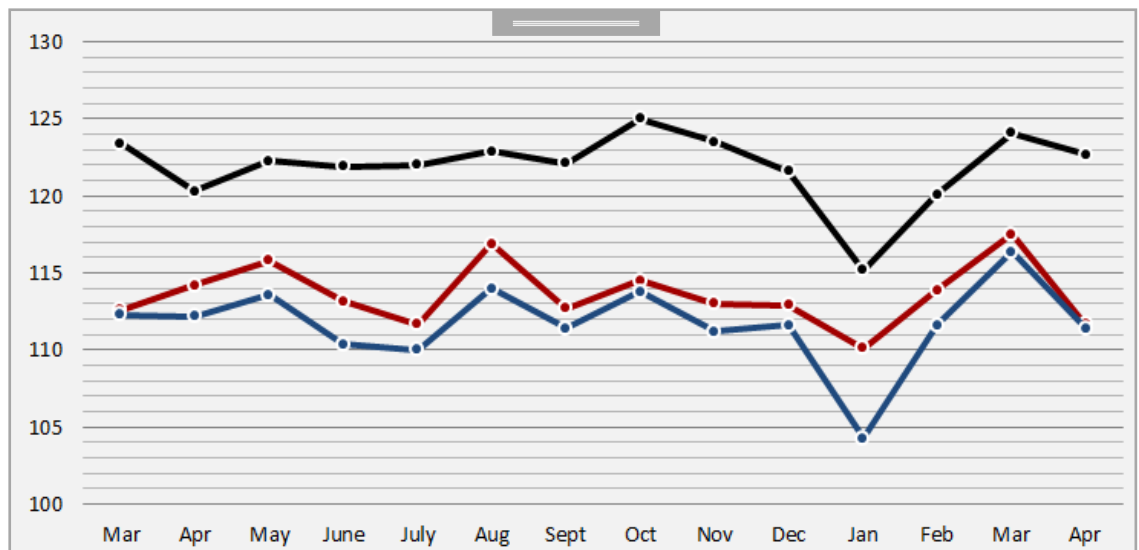
CSG
Restaurant Spending Index
111.7

CSG
Retail Spending Index
111.4

ABOUT CSG

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

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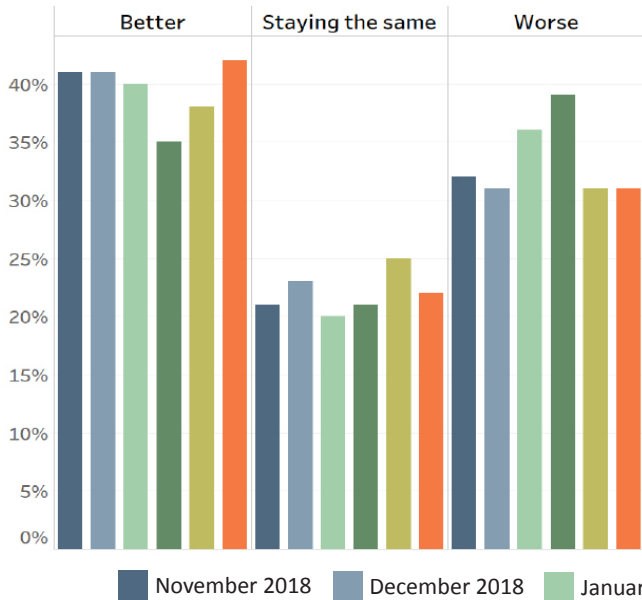


ECONOMY & PERSONAL FINANCES ON THE RISE

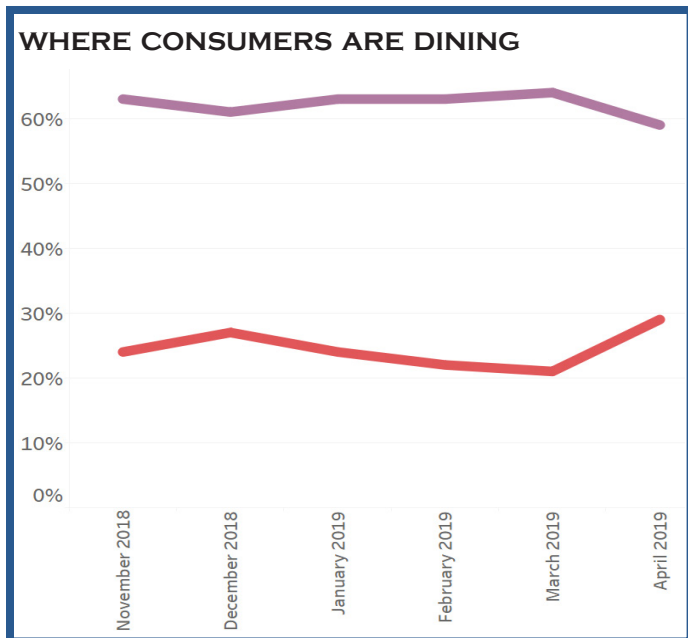
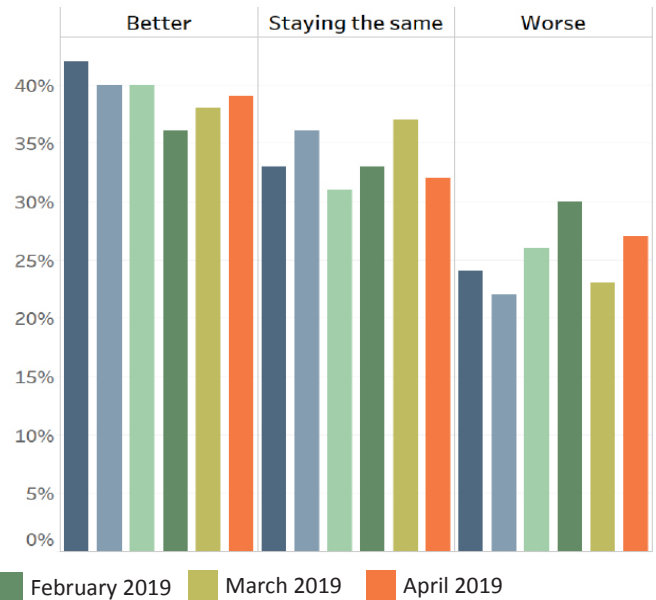
CONSUMERS HAVE MORE MONEY AND ARE KEEPING IT

With taxes due, people are either looking forward to some extra cash in their bank accounts or dreading a hefty bill. Though 41% say the economy is getting better, they're still keeping their money locked in the bank for a rainy day. 61% say they'll have money left over after paying bills and 42% say they're better off now than they were in previous months. This means people are finally in a stable enough place where they can start saving their money and the numbers are showing they're doing just that.

Q. RATE THE US ECONOMY.



Q. IS THE ECONOMY GETTING BETTER OR WORSE?



FAST FOOD IS IN THIS SPRING

CASUAL DINING AND FAST FOOD SWAP PLACES IN APRIL

Following the trend of retail, restaurants are also going to experience the April Dip with their spending index falling to 111.7. While more people rarely or never eat out (47%), those who are going out have moved from eating mostly at casual restaurants to eating mainly at fast food establishments. 53% of people say they will eat at fast food restaurants which is significantly higher than March's 20%. These numbers flip with the casual dining numbers which dropped to 29% this April from last month's 66%. The people who are eating out are choosing less expensive options, allowing them their time out while keeping money in the bank at the same time.

■ Fast food ■ Casual dining

Get More Leads & Drive More Sales With
CSG's Restaurant Franchisee Premier Database

[CLICK HERE FOR DETAILS](#)

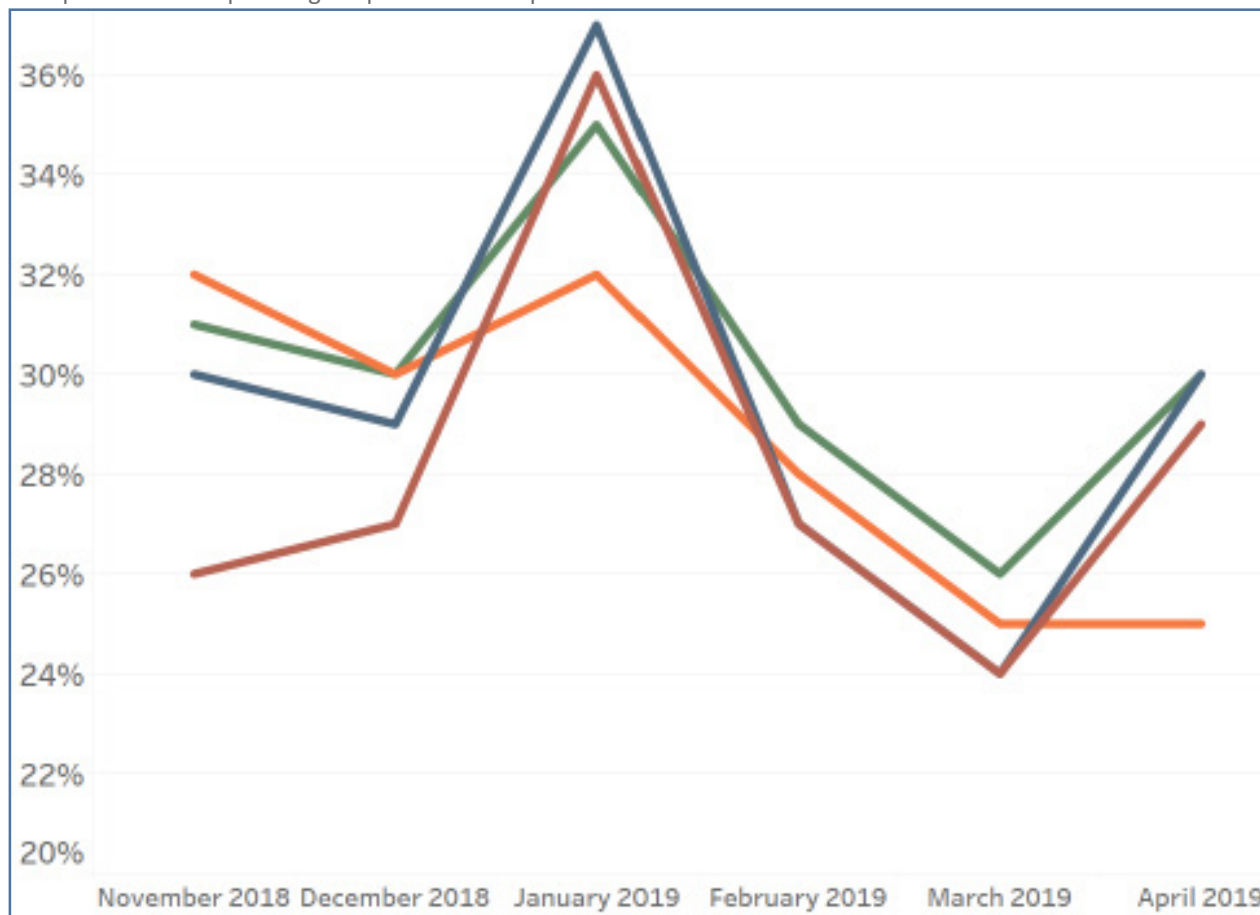
FOCUS ON RETAIL

SPENDING DOWN IN 3 OF 4 CATEGORIES

2015 and 2016 had similar data in each of the four categories, but once 2017 arrived, the numbers didn't align from year to year. The areas that will predictably always spike and dip (December and January) continued to do so, but the rest of the years' spikes and dips seemed to have no historical reasoning. In 2018 April spiked for home improvement, which we're seeing again this year, but household items and apparel dropped, which was completely different from 2017. Spending habits for the last several years have been on a roller coaster, moving from one extreme to another. The word we like to use is volatility, which perfectly sums up the first quarter of 2019's consumer spending.

Consumers Spending Less Spikes High

* April consumers planning to spend less than previous months



- Clothing, Footware & Accessories
- Household items
- Discretionary spending
- Home improvement

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CSG's Discount, Dollar & Specialty Stores Database

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MORE 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.

CHAIN STORE GUIDE 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

MORE 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.



ABOUT THE EDITOR

Cassandra Covill is excited to join CSG's marketing team as a content writer. She worked freelance for ten years as a content manager specializing in graphics, writing, SEO, and social media marketing. Cassandra earned her bachelor's degree from Central Connecticut State University in Graphic Design with a concentration in marketing, and a post-graduate certification from Cornell University in digital marketing.