



AUGUST 2016

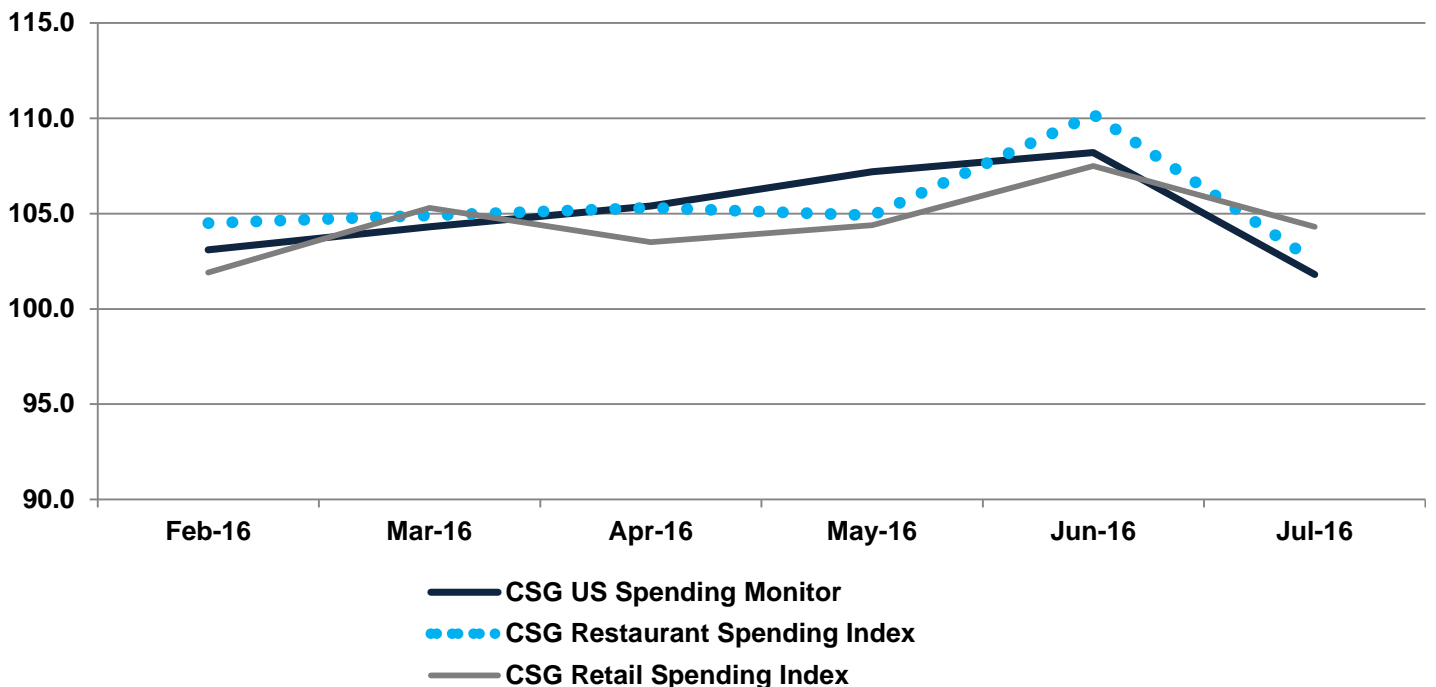
Consumer Spending Report (CSR):

# ECONOMIC UNCERTAINTY AND THE UPCOMING ELECTION

Uncertainties in the strength of the economy, personal finances, and the upcoming election have caused consumer confidence to waiver as of late. While most of the back to school shopping surplus boosted July sales, it will do little to save August from the overall impact of the elections. Even though strong consumer spending has been propping up the U.S. economy during the first half of the year, the latest polling figures may indicate a tipping point for confidence.

Republican respondents in particular had negative views with 64% believing the economy is getting worse. A notable portion of Republicans (48%) compared to Democrats (28%) stated their personal finances are getting worse.

## Spending Monitor and Index Trends

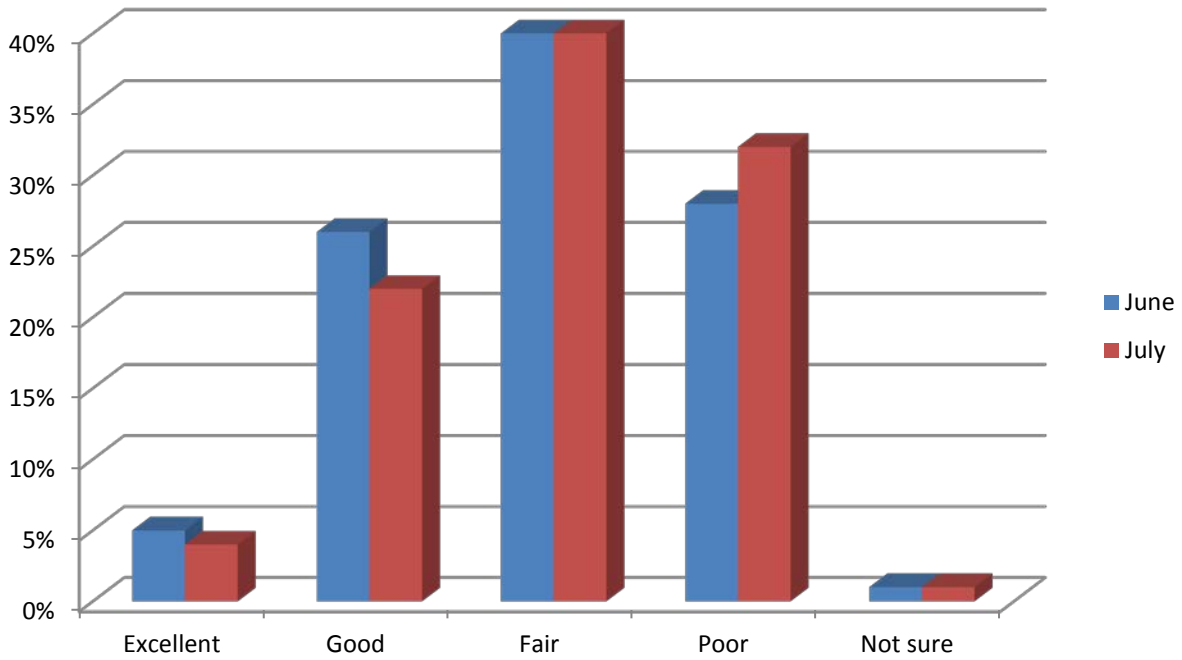


- The **CSG US Spending Monitor** decreased to 101.8.
- The **CSG Restaurant Spending Index** decreased to 102.5.
- The **CSG Retail Spending Index** decreased to 104.3.

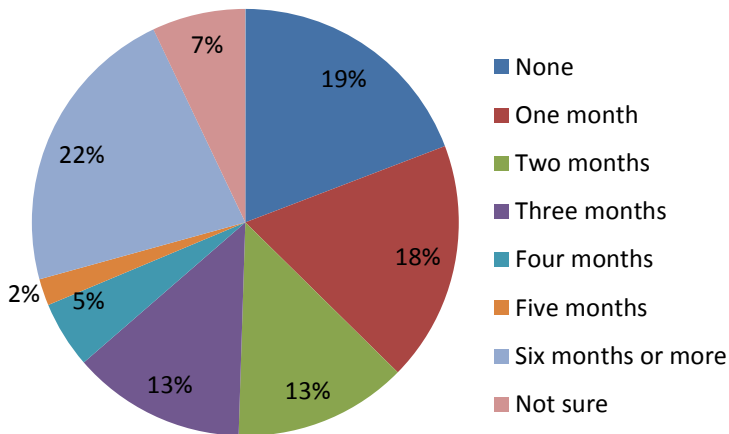


## US Economy and Consumer Finances

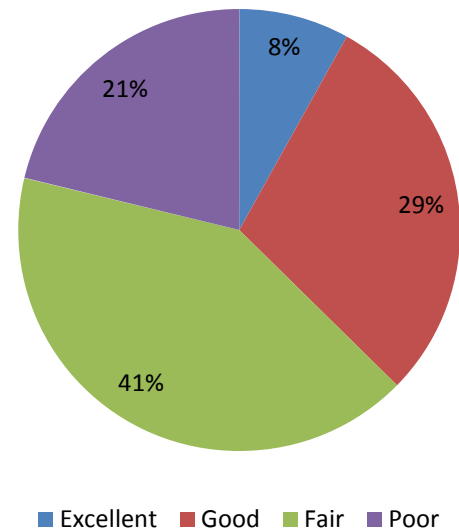
Generally speaking, how would you rate the U.S. economy these days?



Months of Emergency Savings:



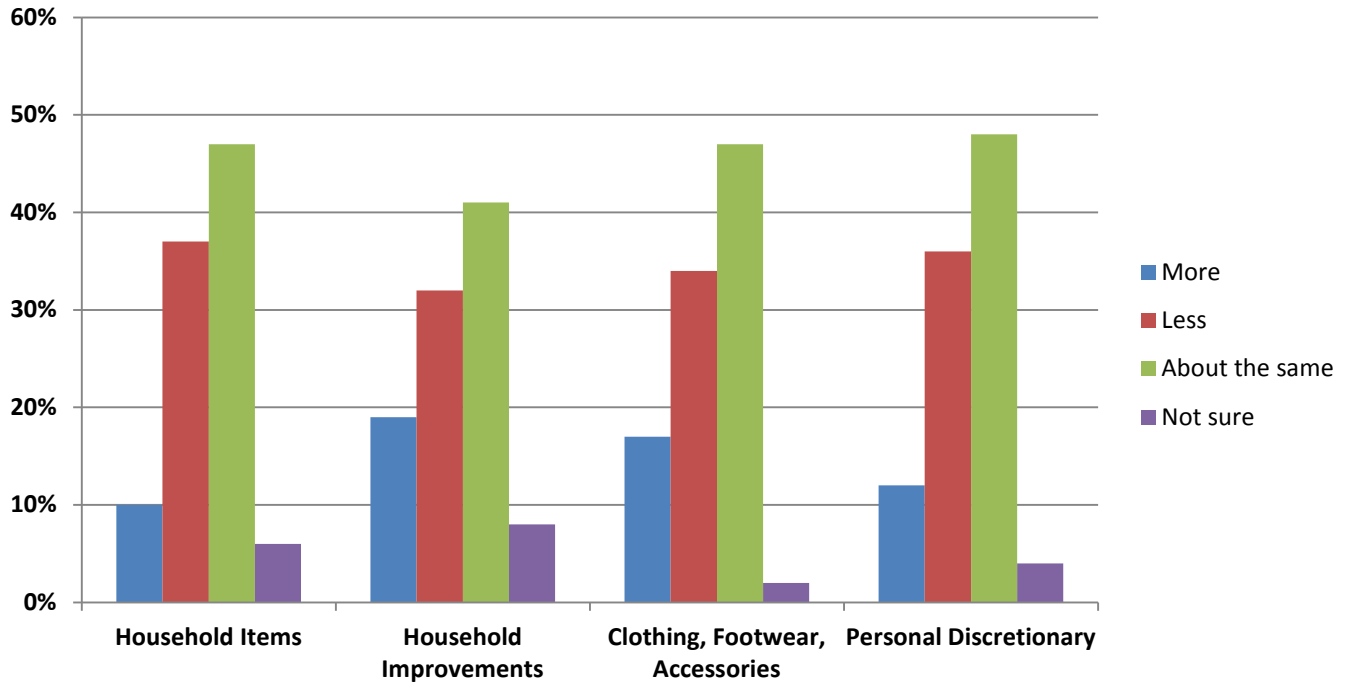
Current Personal Finances:



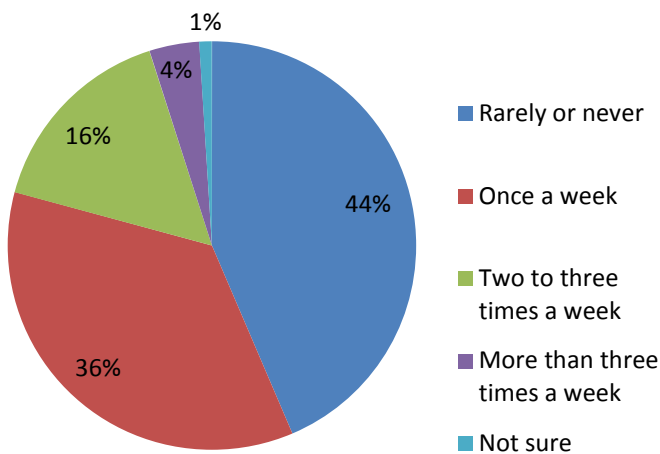


## Consumer Spending Insights

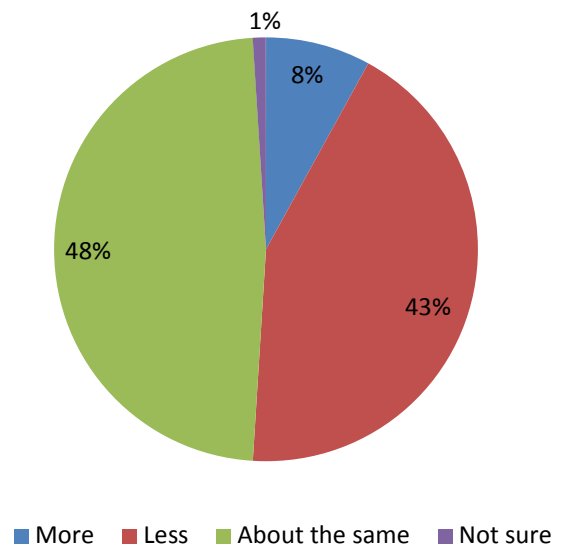
*In the next month, will you spend more, less or about the same on...*



*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 746,000 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](mailto:blist@chainstoreguide.com).

#### **Brian List**

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