

# CONSUMER SPENDING REPORT

AUG 2019

## 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.

## AUGUST DECLINE

### ECONOMIC WORRIES CRUSH SPENDING

Although we've reached that time of year when back to school sales are in full swing, estimated spending for August has significantly dropped over the last month. In the on-going economic standoff with China, a proposed tariff announced on August 1 would affect \$300 billion of imports, which would go into effect September 1. There's little doubt the new tariffs are a contributing factor for the dip in spending.

The proposed tariffs will likely hit shoppers harder than the previous round, as electronics, shoes, and toy prices increase. The announcement couldn't have come at a worse time of year. This year will have parents spending even more on calculators, new phones, laptops, clothes, supplies, and shoes. Estimates claim shoppers will spend nearly \$700 per household for grade school students, and \$1,000 for college students.

With the necessity of back to school shopping on the horizon and an uncertain economic future, consumers are choosing to save their money where they can. This means restaurants, retailers, and entertainment establishments will see a decrease in spending for August.

CSG  
US Spending Monitor  
**123.6**

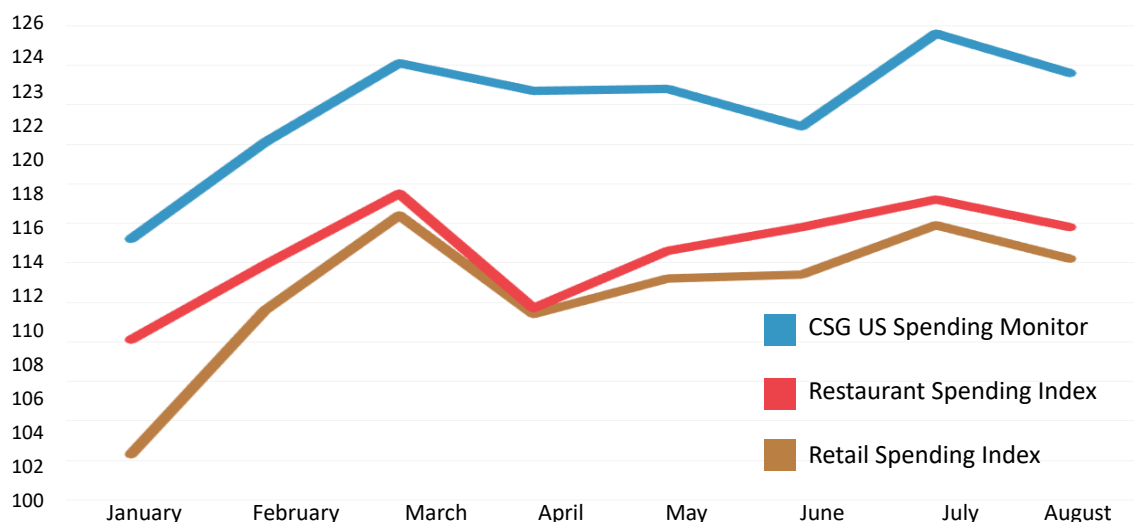
CSG  
Restaurant Spending Index  
**115.8**

CSG  
Retail Spending Index  
**114.2**

## ABOUT CSG

For more than 85 years, Chain Store Guide (CSG) has been a leading provider of comprehensive and definitive retail and foodservice intelligence to businesses around the world.

P: 800.927.9292  
P: 813.627.6800  
chainstoreguide.com

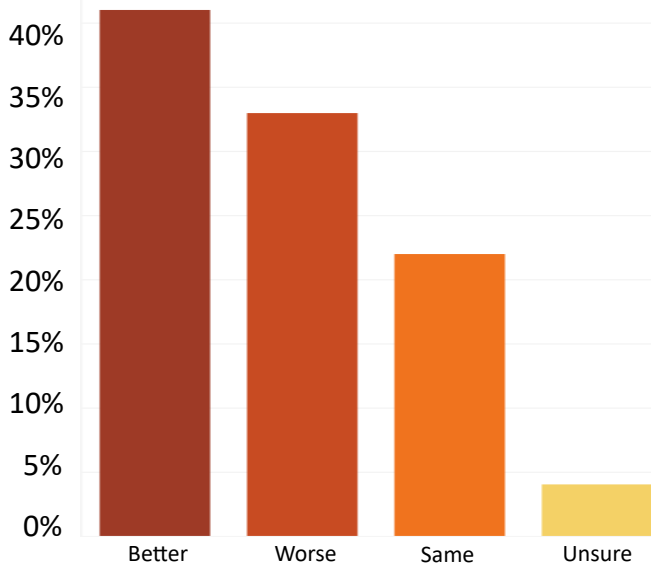


# AN UNCERTAIN ECONOMIC FUTURE

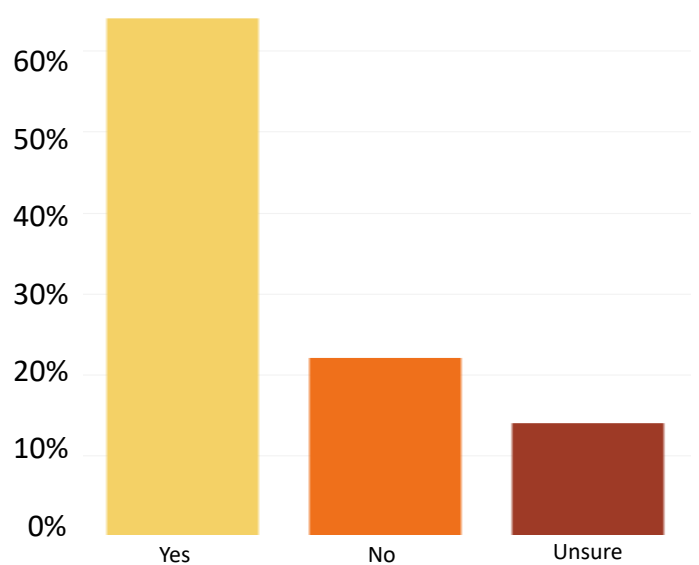
## ECONOMIC FAITH TAKES A TUMBLE

Economic health is all about perception. If people believe the economy is doing well, they will spend more, regardless of its actual status. After the announcement of a proposed new tariff on \$300 billion of Chinese imports, consumers are more worried about the economy than in previous months, which results in a drop in spending. There was a decrease in shoppers believing they will have money left over after paying bills, though more people think they can continue their current lifestyle for four months after an income loss. The economy and spending are tightly linked, and this month, consumers are choosing to save.

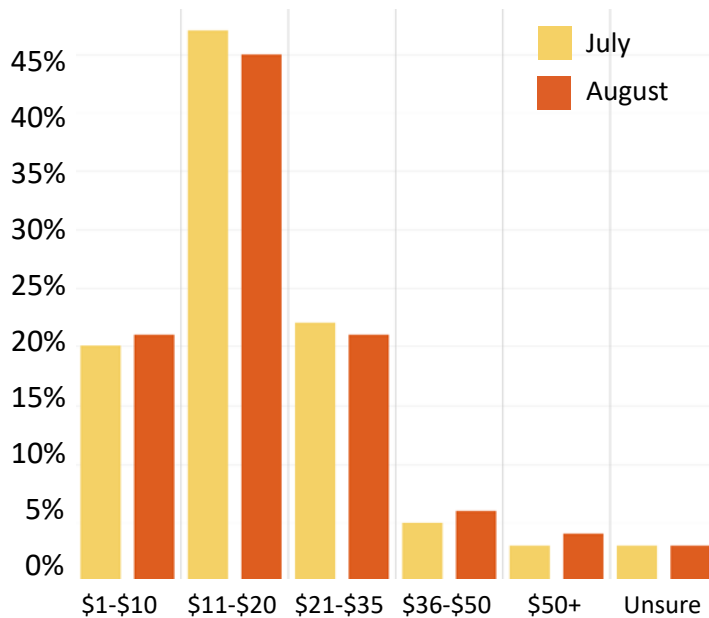
**Q. IS THE ECONOMY BETTER OR WORSE?**



**Q. WILL YOU HAVE MONEY AFTER BILLS?**



**AVERAGE COST PER PERSON/MEAL**



## SOCIETY LOVES RESTAURANTS MORE CONSUMERS ARE EATING OUT, BUT SPENDING LESS WHEN THEY DO

Consumer spending is down across the board, though more people are eating out than last month. Diners stating they eat out at least once a week rose one percent over July's numbers. However, the type of restaurants dramatically changed.

Fast food saw an increase in potential patrons by 5% as both casual and fine-dining restaurants dipped slightly. Consumers spending between \$10-\$35 on a meal fell somewhat, but restaurants with items for \$1-\$10 saw an increase in spending. Consumer spending might be down, but fast food remains popular.

**Get More Leads & Drive More Sales**  
CSG Chain Restaurant Premier Database

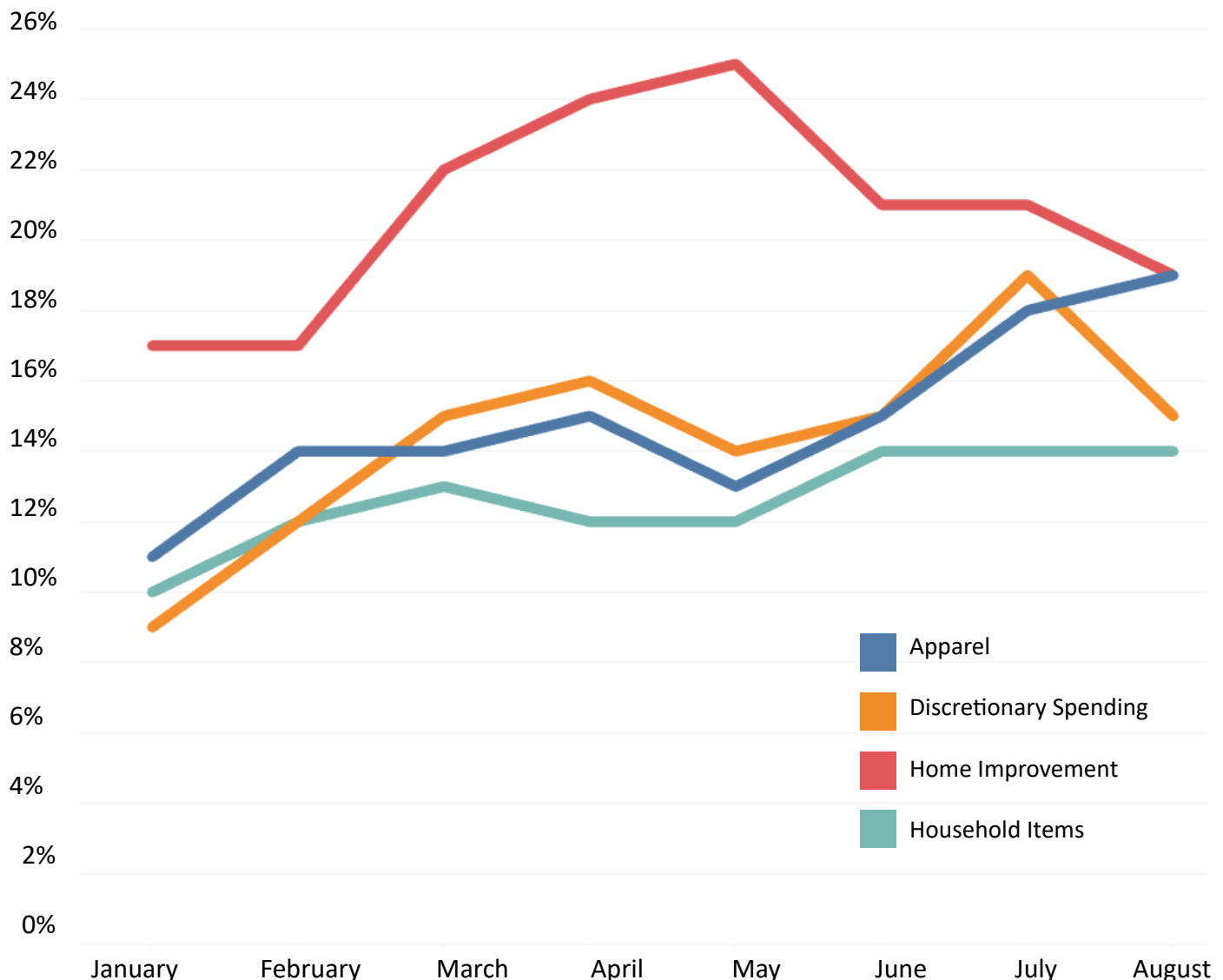
[CLICK HERE FOR DETAILS](#)

# FOCUS ON RETAIL

## BACK TO SCHOOL SEASON HELPS APPAREL GROWTH

In light of the recent announcement of additional tariffs, most spending for August has taken a dip over July's numbers. The apparel industry is showing improvement as a result of the back-to-school sales which keep consumers flocking into stores for the best deals. This month, there was a 1% increase in patrons stating they would be spending more on clothing, footwear and accessories. While shopping for household improvement and discretionary personal expenses dropped, household items stayed exactly the same to July's numbers.

### WILL CONSUMERS BE SPENDING MORE THIS MONTH?



**Get More Leads & Drive More Sales**  
CSG Discount, Dollar & Specialty Stores Database

[CLICK HERE FOR DETAILS](#)

## MORE ABOUT CHAIN STORE GUIDE

For more than 85 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 67,300 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** worked freelance for ten years as a content manager, specializing in graphics, writing, SEO, and social media marketing. She 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 in digital marketing.