



Consumer Spending Report (CSR):

CHAIN STORE GUIDE FORECAST PREDICTS SLOWER GROWTH IN 2015 HOLIDAY RETAIL SPENDING

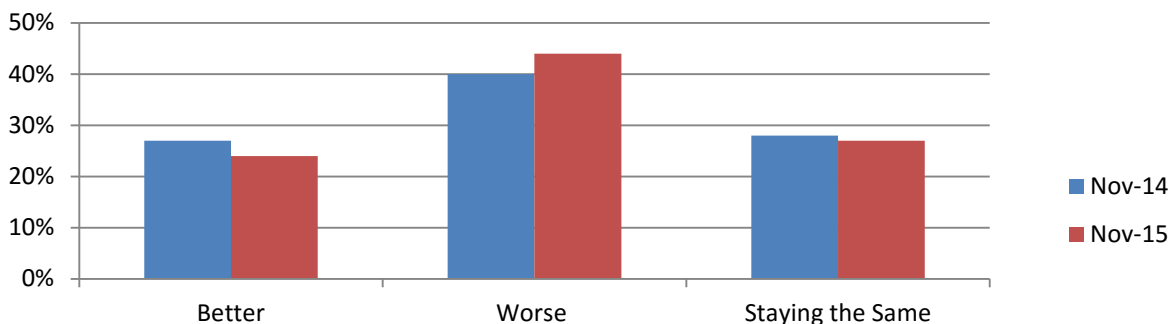
Based on results from the cumulative consumer spending data from Chain Store Guide's CSR over the past 12 months, forecasts predict, slower growth in holiday spending for the 2015 season compared to 2014. The CSR is a monthly polling of 1,500 random U.S. adult consumers and their spending intentions.

Major factors from the study include consumers' views on the economy, conditions of personal expenses, and projected spending for the month of December. Polls show that in 2014, holiday spending was stronger compared to prior year reports. The 2015 holiday season reports that consumers appear to be stalling for bigger discounts which are delaying purchases until later in the month. The CSG Spending Monitor, while just slightly above last year's numbers, is still below the 12-month average. Overall, spending is forecasted to increase, however the growth rate for the entire holiday season appears slower.

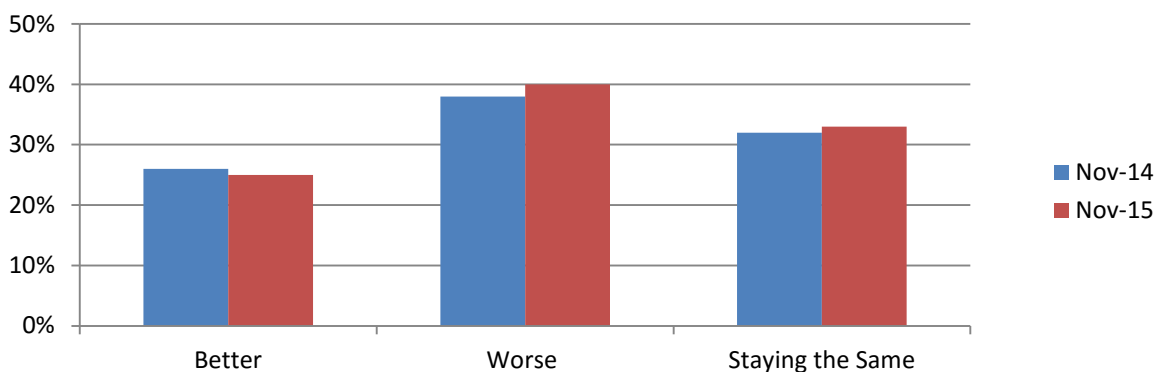
Results show that Americans are becoming more polarized about the future of the economy. This may be due to sluggish retail sales, presidential election uncertainties, and international economic turbulence over the past year. This supports that retailers must get creative in their pricing & marketing models, such as extended Black Friday and Cyber Monday sales. Suppliers will need to continue to reach retailers earlier than in past years to ensure their products stay on shelves.

Below are a few of the polling questions and statistics that were used to determine our forecasts.

Is the economy getting better, worse, or staying the same?

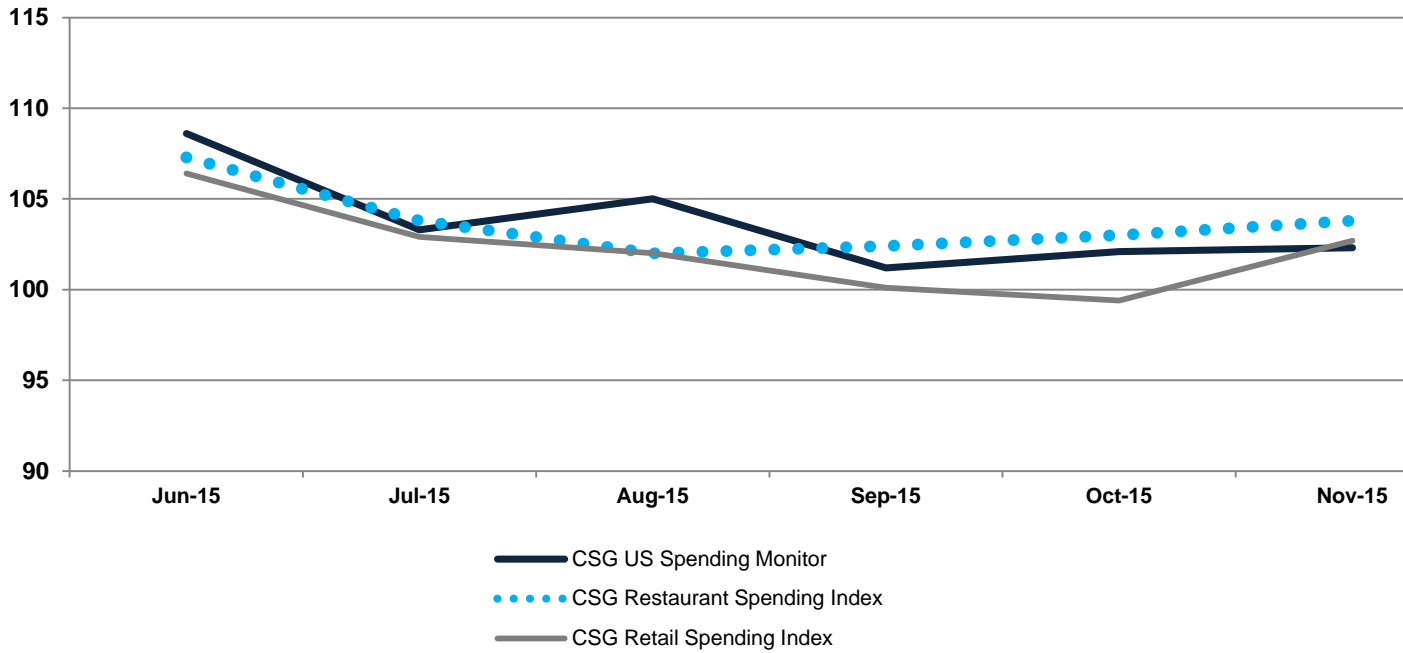


Are your personal finances getting better, worse, or staying the same?

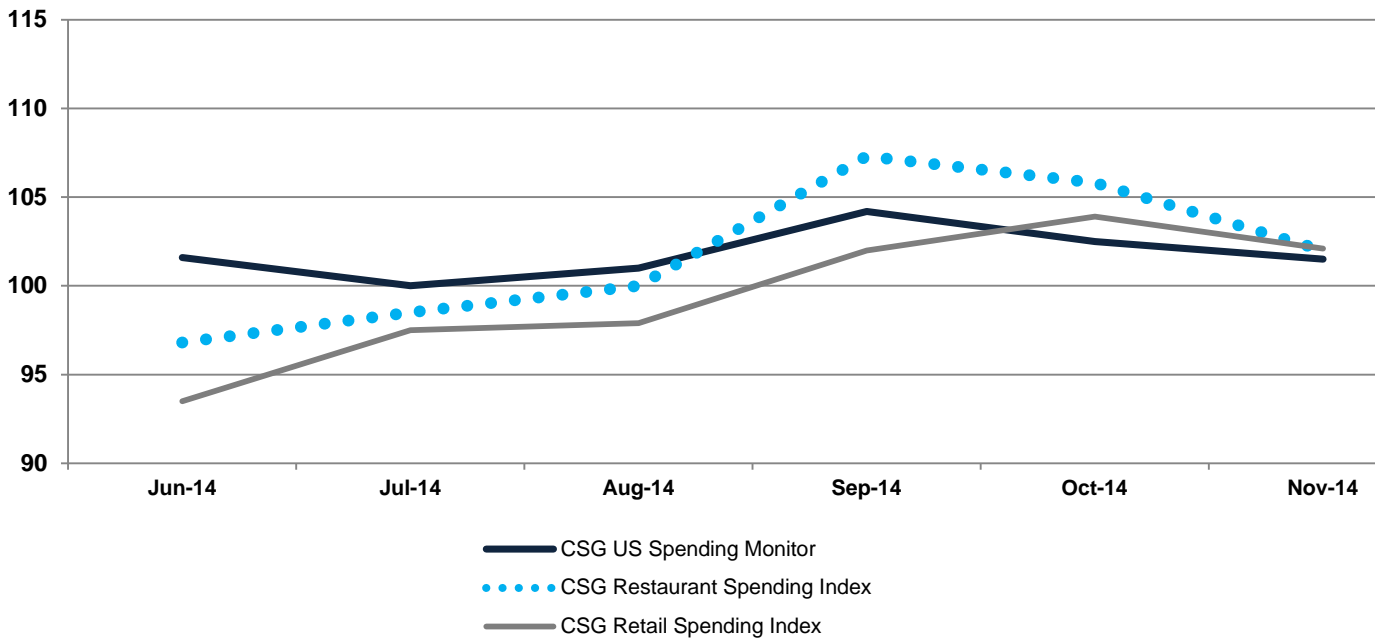




Spending Monitor and Index Trends 2015



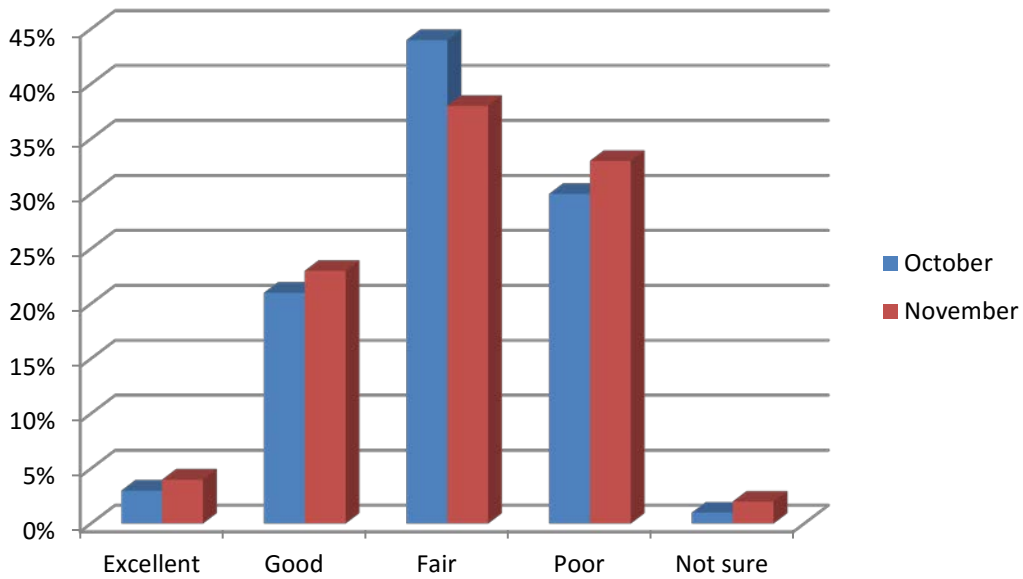
Spending Monitor and Index Trends 2014



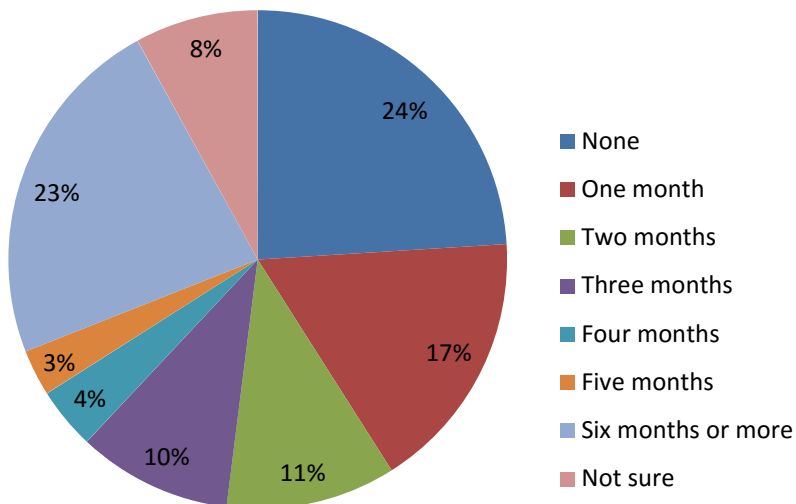


US Economy and Americans' Spending

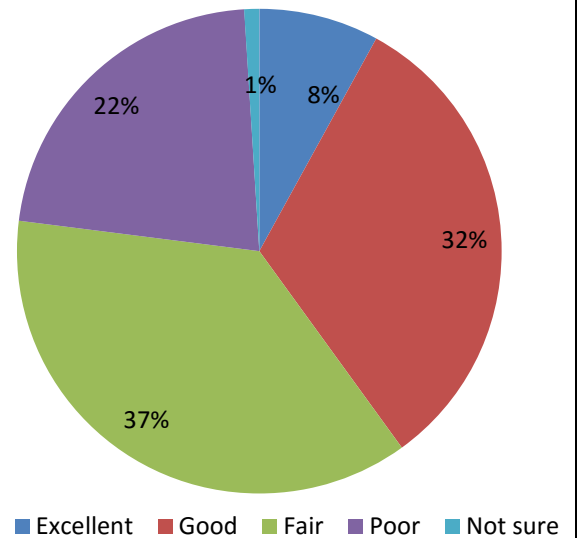
Generally speaking, how would you rate the U.S. economy these days?



Months of Emergency Savings:



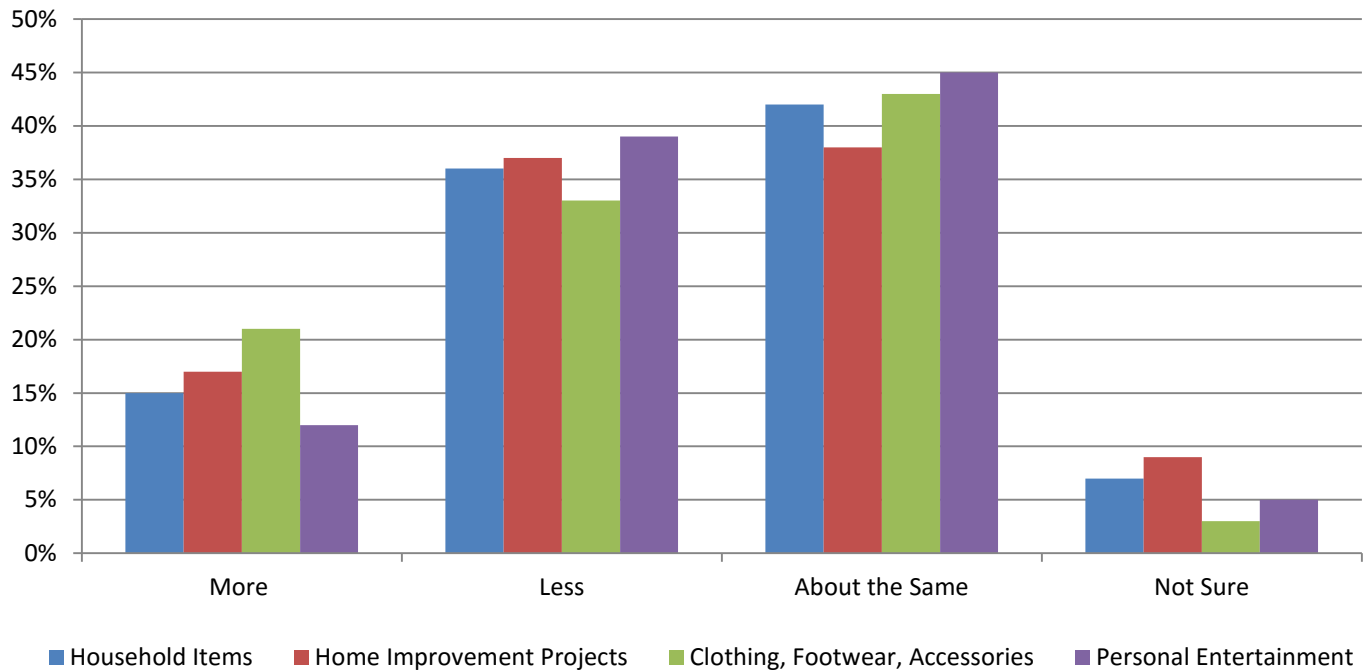
Current Personal Finances:



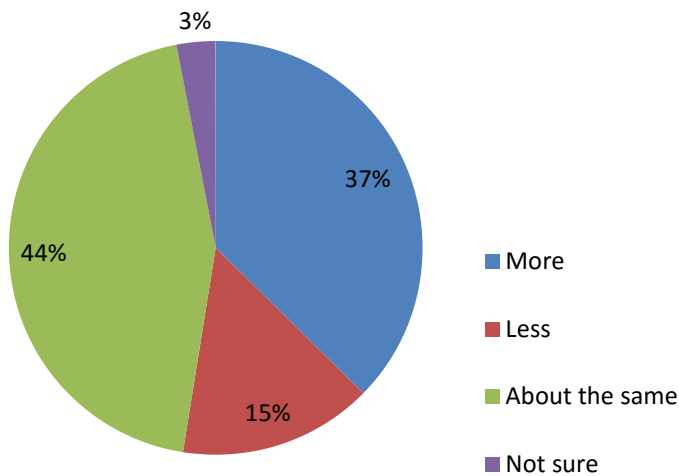


Consumer Spending Insights

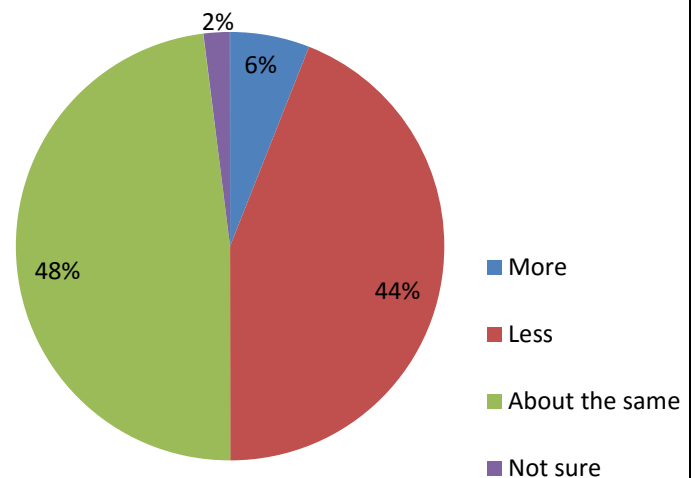
In the next month, will you spend more, less or about the same on...



Do you think you will spend more, less or about the same next month?



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 700,000 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.

Brian List

Sr. Manager, Market Research
813 627-6943