

# CSG CONSUMER SPENDING REPORT

DECEMBER 2018

## CHILLY RESPONSE TO THE ECONOMY But Retail & Restaurant Spending Continues Apace

As we prepare to wrap up another calendar year and begin the winter season, signs of cooling consumer sentiment may be surfacing.

Exhibiting a similar pattern as we saw this spring, Chain Store Guide's Consumer Spending Monitor is down for a second straight month in the face of relatively flat results for the Restaurant Spending Index and the Retail Spending Index, two of the component parts of the overall Spending Monitor.

Once again, digging a little deeper into the responses from our latest round of polling, we find that drag on the Spending Monitor isn't coming so much from an immediate shift in consumer spending intentions but a bit of uncertainty creeping in concerning the relative health of the larger US economy.

CSG  
US Spending Monitor

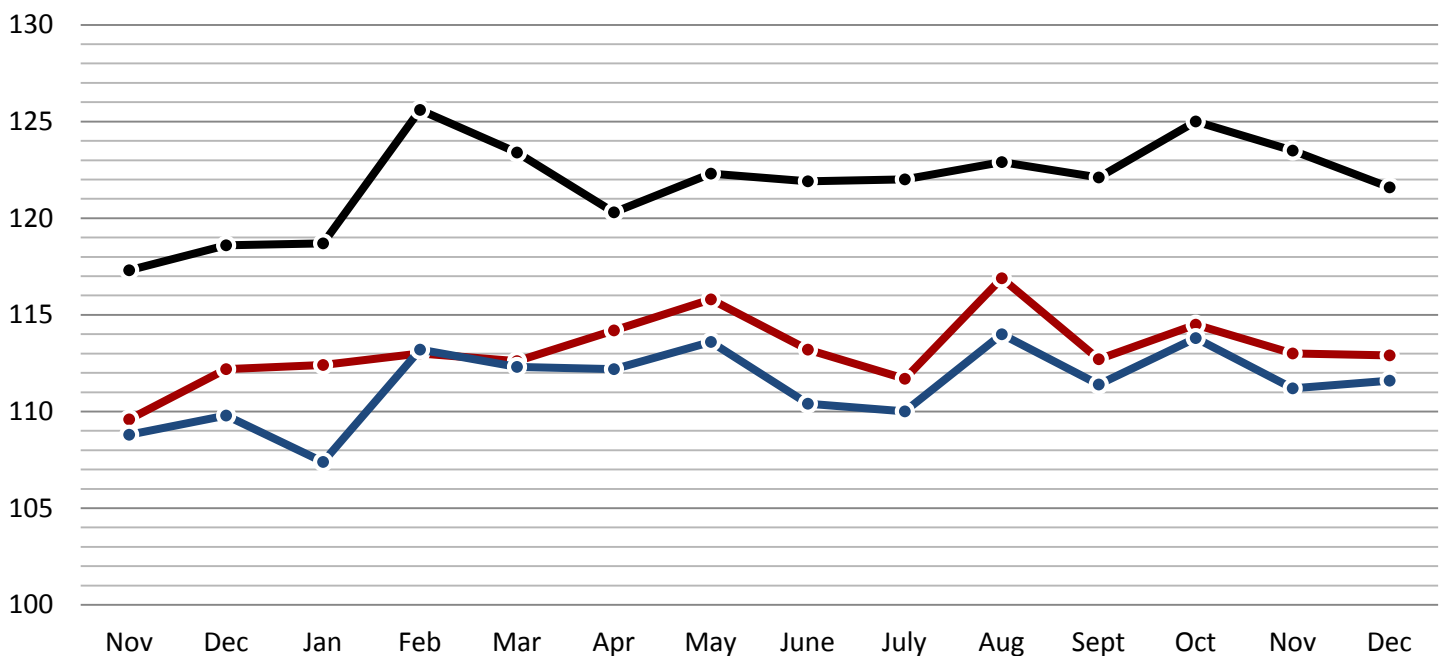
**121.6**

CSG  
Restaurant Spending Index

**112.9**

CSG  
Retail Spending Index

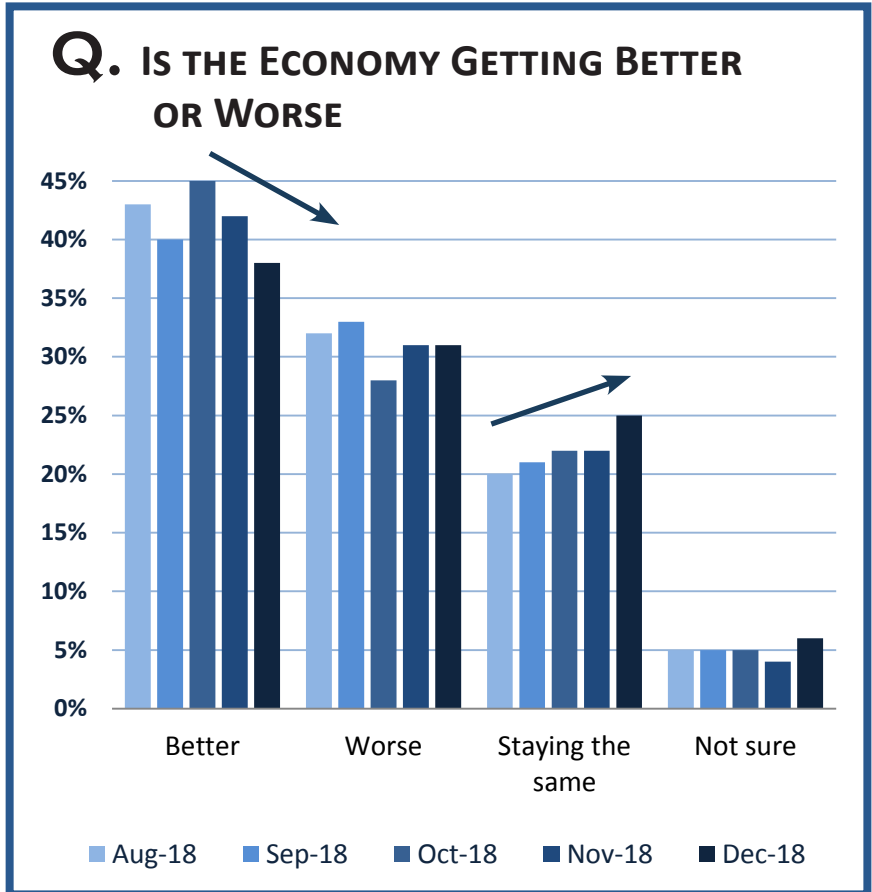
**111.6**



## VIEWS ON ECONOMY MOVE TOWARD THE MIDDLE

Chain Store Guide's Consumer Spending Monitor has dropped while the Retail Spending Index is up (it is December, after all) and the Restaurant Spending Index is flat. We're positing this apparent anomaly on consumers' overall economic sentiment. As we detailed last month, respondents to our polling questions are positive about their personal finances with increasing numbers of individuals telling us that their cash flows are "excellent" or "good." Therefore, we need to look at the economy.

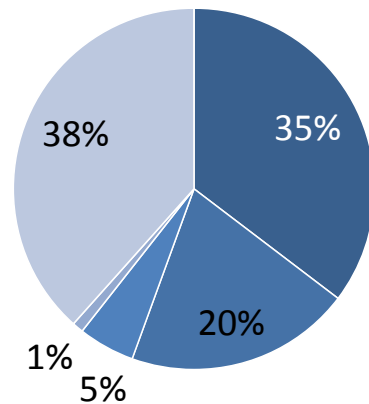
As the figure to the right shows, since late summer, consumers have been striking a more middle-of-the road tone when questioned about the American economy. Those who see the economy as getting better have fallen while more folks are apt to describe it as "staying the same". With an ongoing trade war with China and a split Congress in January, the trend could continue.



## DINING TRENDS IN DECEMBER

**Q. IN A TYPICAL WEEK, HOW MANY TIMES DO YOU GO OUT TO EAT**

- 1 Time
- 2 - 3 Times
- 4+ Times
- Not sure
- Rarely or never



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CSG's Restaurant Franchisee Premier Database

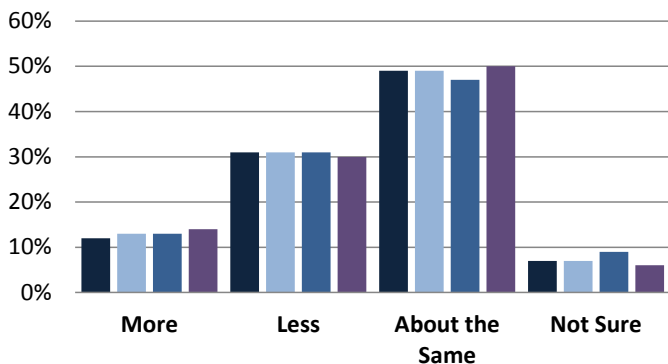
[CLICK HERE FOR DETAILS](#)

# RETAIL FOCUS

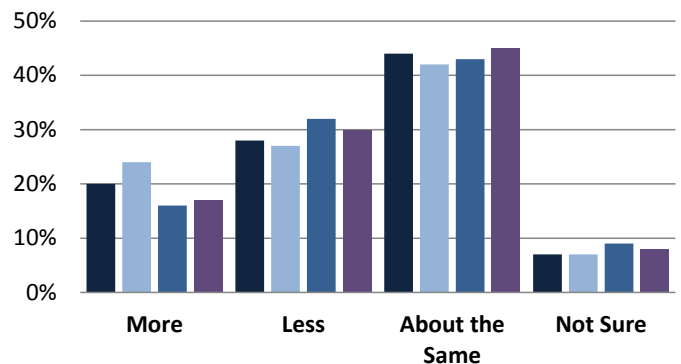
The holidays are upon us, and it appears a lot of the everyday cash outlays aren't front and center of consumers' minds as food purchases and gifts take precedence.

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

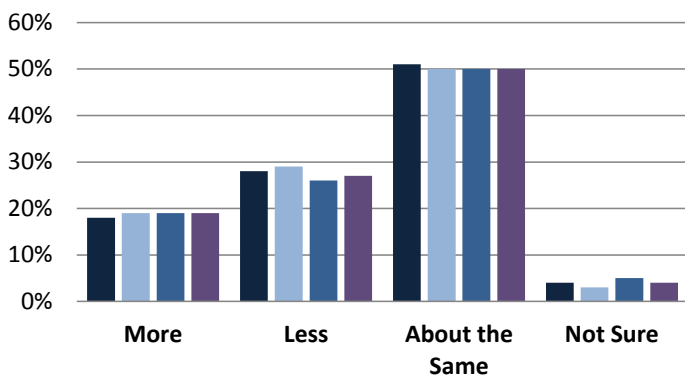
**Household Items**



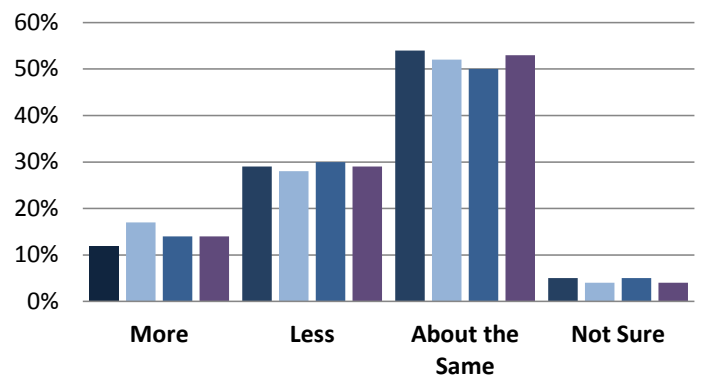
**Home Improvements**



**Clothing, Footwear + Accessories**



**Discretionary Personal Expenses**



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**CSG's Discount, Dollar & Specialty Stores Database**

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## 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 66,800 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.