

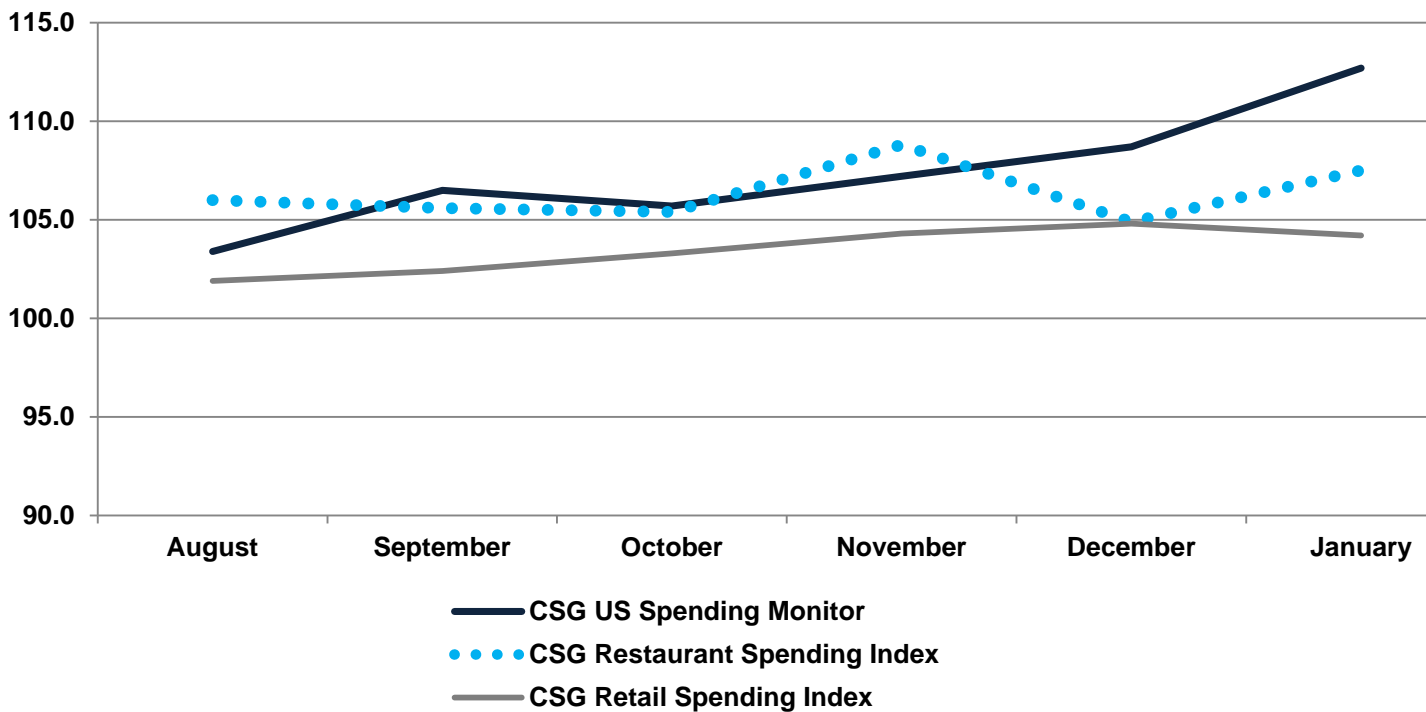


February 2017

# Polling Indicates An Unexpected Leap In Consumer Spending

Reflecting the results of our January polling data, the **Chain Store Guide Spending Monitor** jumped dramatically this month, indicating strong consumer confidence in the economy and a positive outlook for future spending. With the New Year and a new administration taking office, more Americans are feeling confident about the state of their current and future personal finances. The **CSG Restaurant Spending Index** also increased significantly, providing some hope for the foodservice industry that has seen tepid recent results and downbeat forecasts for the year to come, particularly among certain fast casual and casual dining chains.

## CSG Spending Monitor and Index Trends

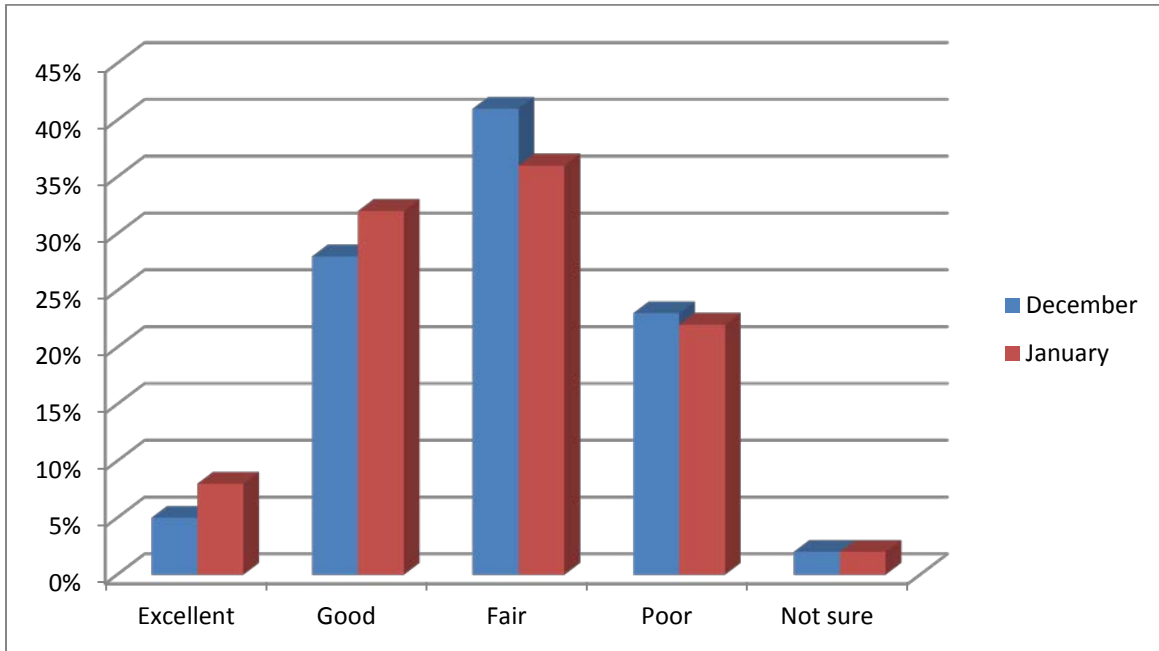


- The **CSG US Spending Monitor** increased to 112.7, an all-time high.
- The **CSG Restaurant Spending Index** increased to 107.5
- The **CSG Retail Spending Index** remained relatively flat at 104.2.



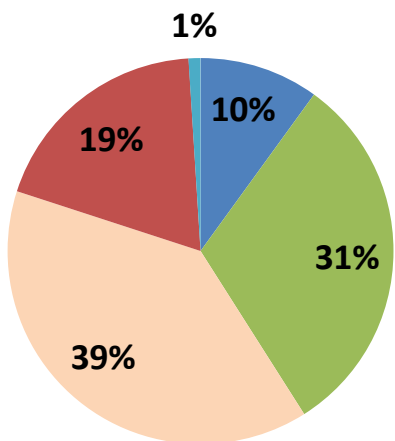
## US Economy and Consumer Finances

### How would you rate the U.S. economy?



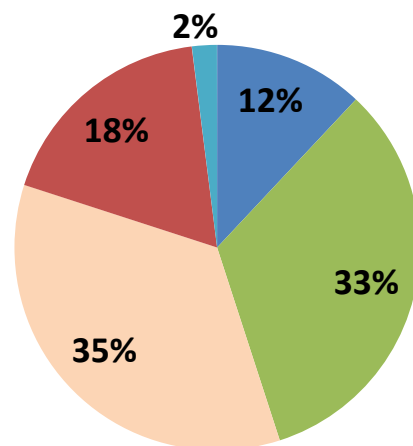
### Current Personal Finances

#### 12-Month Average



■ Excellent ■ Good ■ Fair ■ Poor ■ Not Sure

#### January Polling

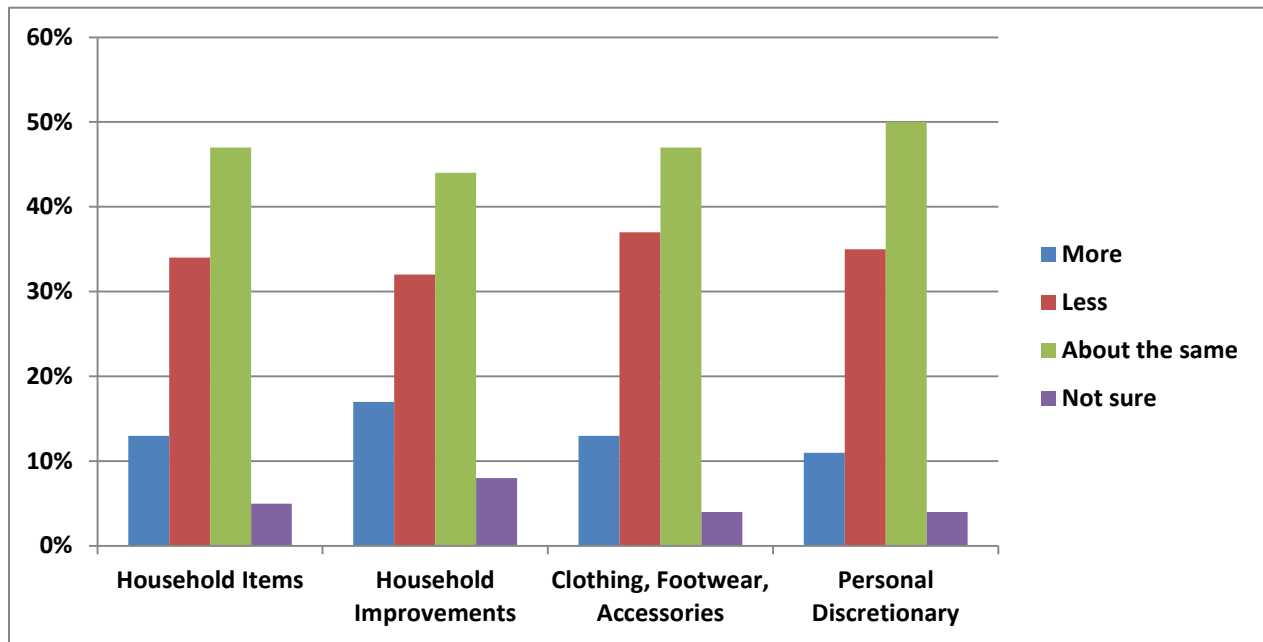


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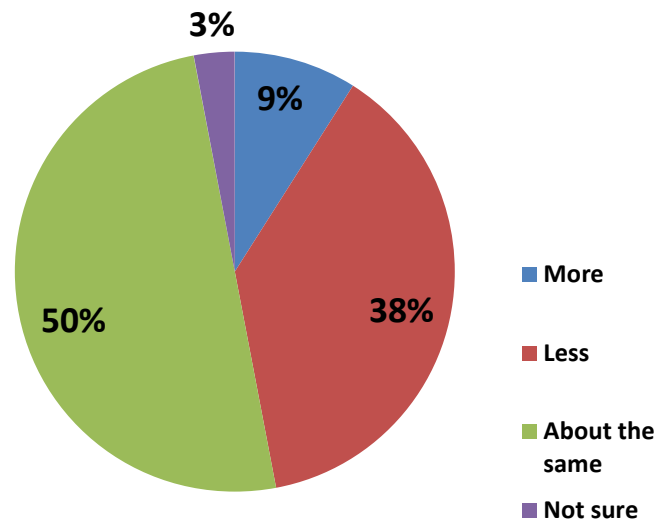
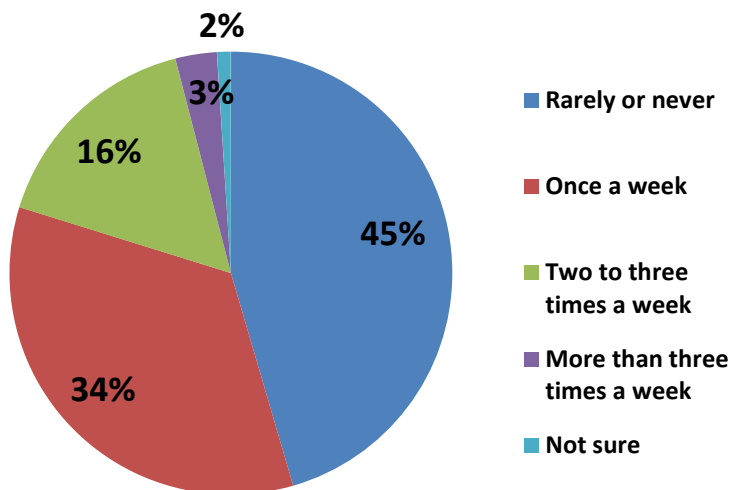
## Consumer Spending Insights

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 748,000 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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