

CSG CONSUMER SPENDING REPORT

Experts in Retail & Foodservice Sales Leads & Market Research

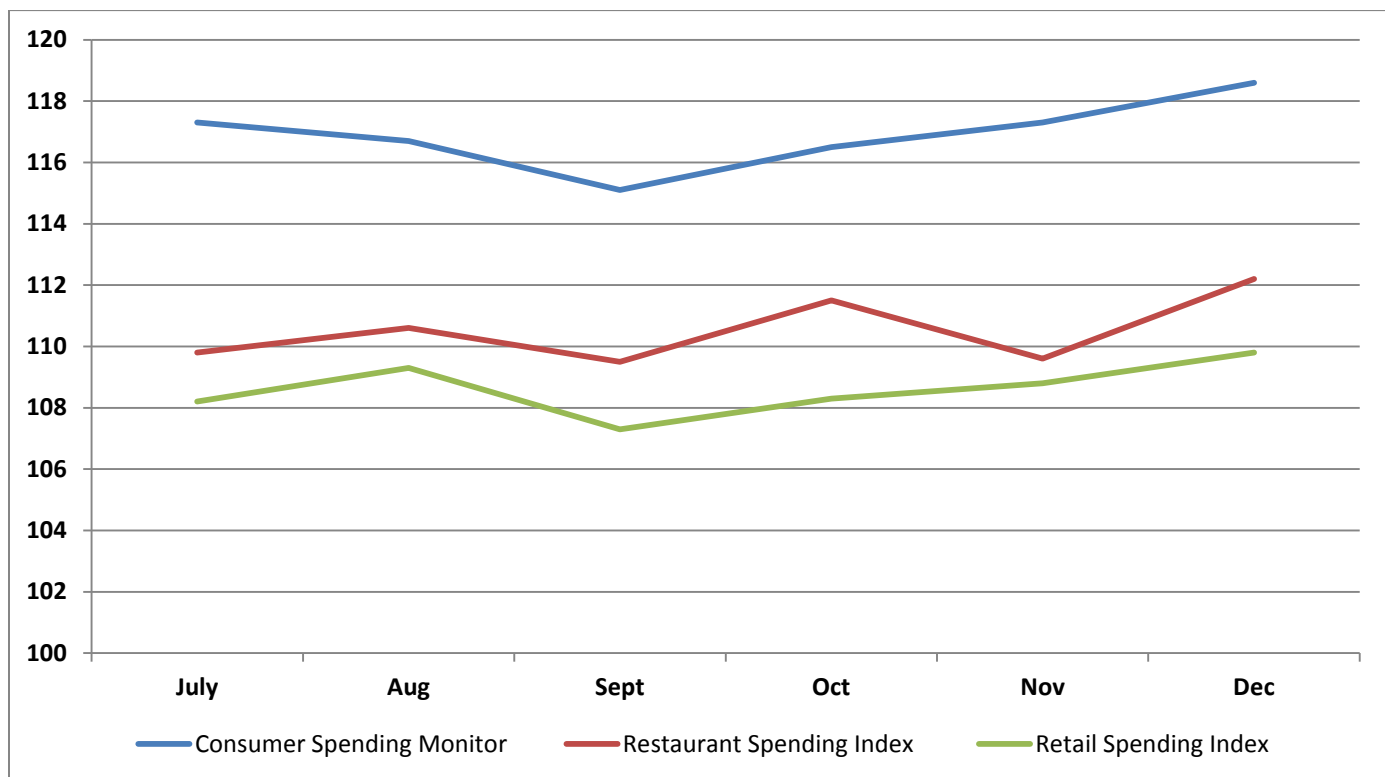
800-927-9292

January 2018

New Year to Ring in Continued Consumer Confidence

The Chain Store Guide US Spending Monitor increased for a third straight month during December polling, indicating the New Year will start with strong consumer spending. The current monitor sits 5.9 points higher than it was in January 2017. A combined 50% of respondents rated the US economy as 'excellent' or 'good' in December, an all-time high. Most major economic signs are positive as 2018 begins with a humming job market, rising stocks, and a strong but tight housing market.

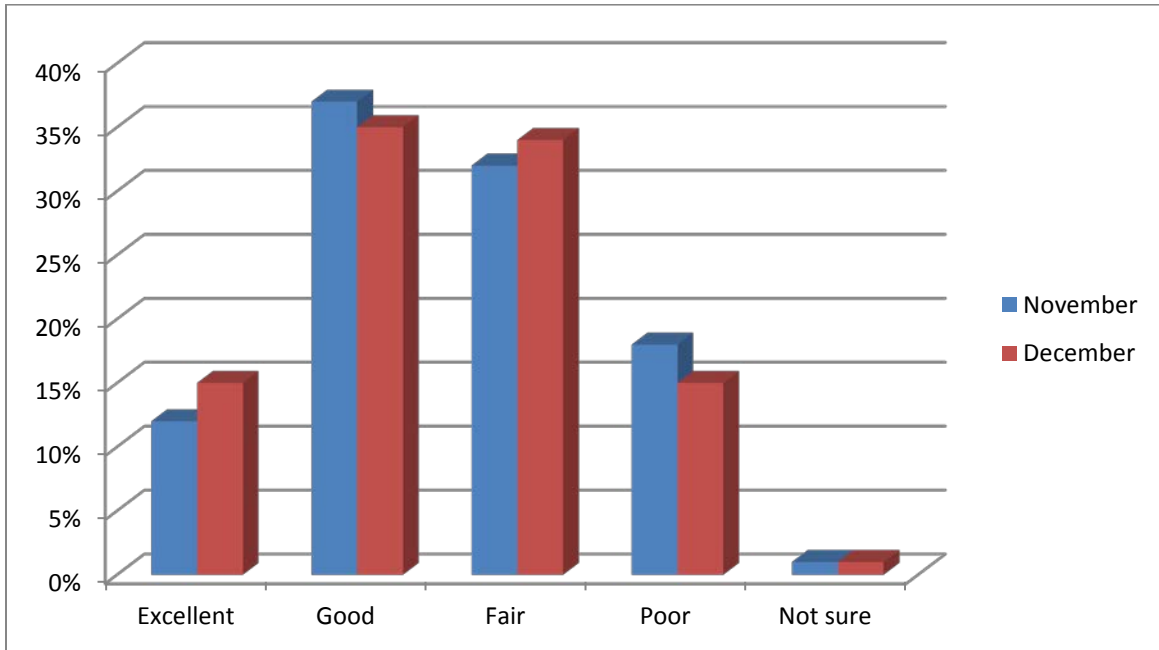
CSG Spending Monitor and Index Trends



- The **CSG US Spending Monitor** increased to 118.6.
- The **CSG Restaurant Spending Index** increased to 112.2.
- The **CSG Retail Spending Index** increased to 109.8.

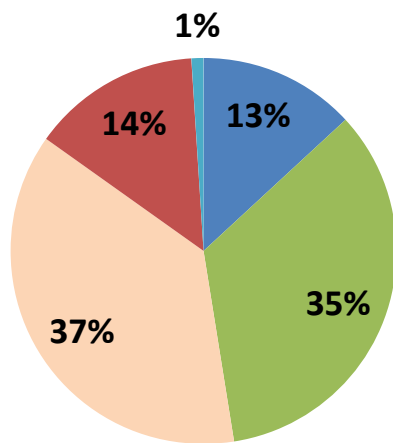
US Economy and Consumer Finances

How would you rate the U.S. economy?

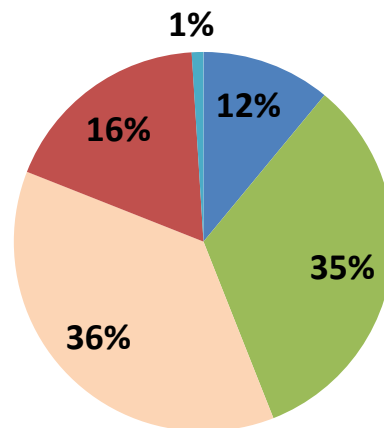


Current Personal Finances

December Polling



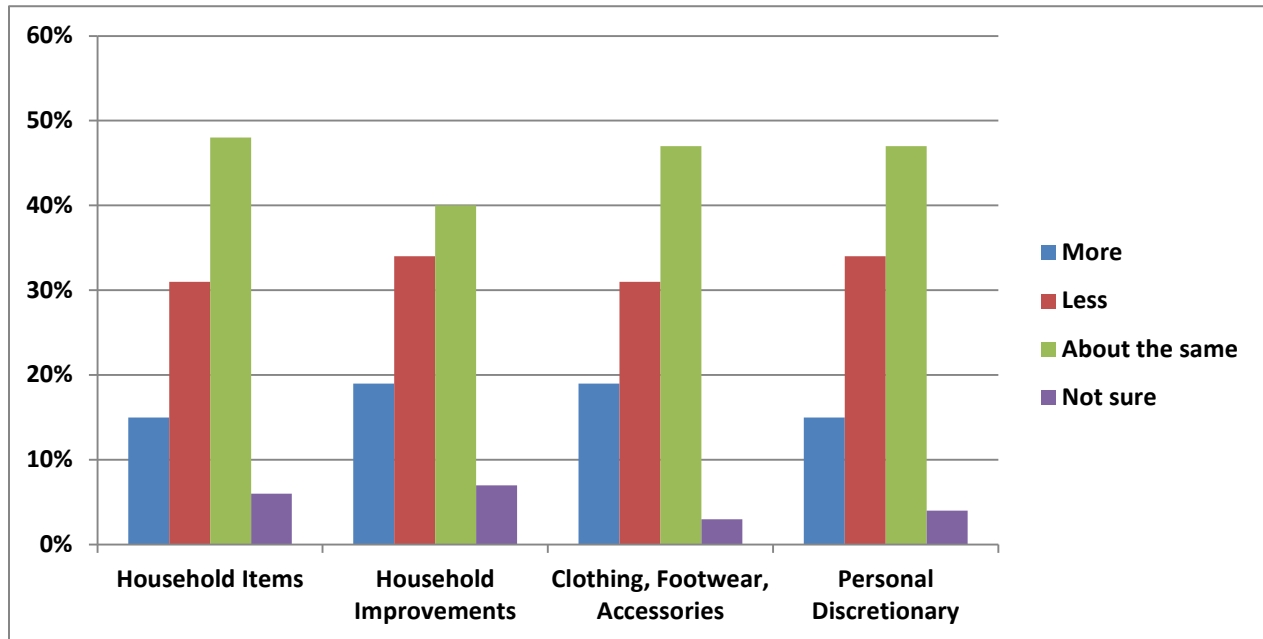
12-Month Average



■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Not Sure
 ■ Excellent
 ■ Good
 ■ Fair
 ■ Poor
 ■ Not Sure

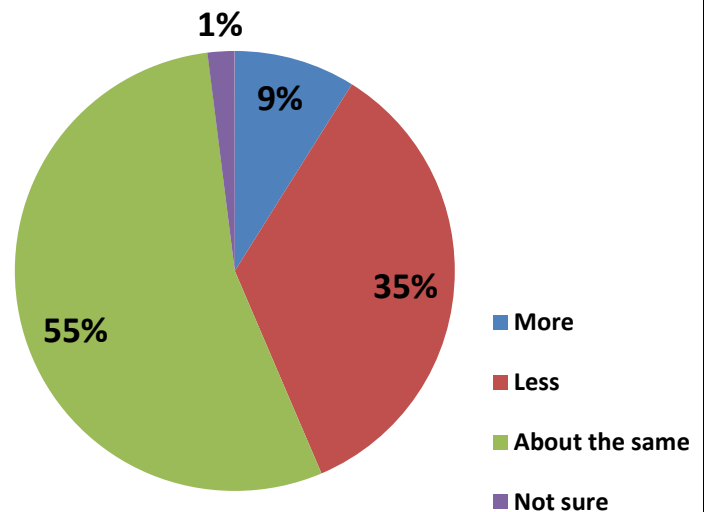
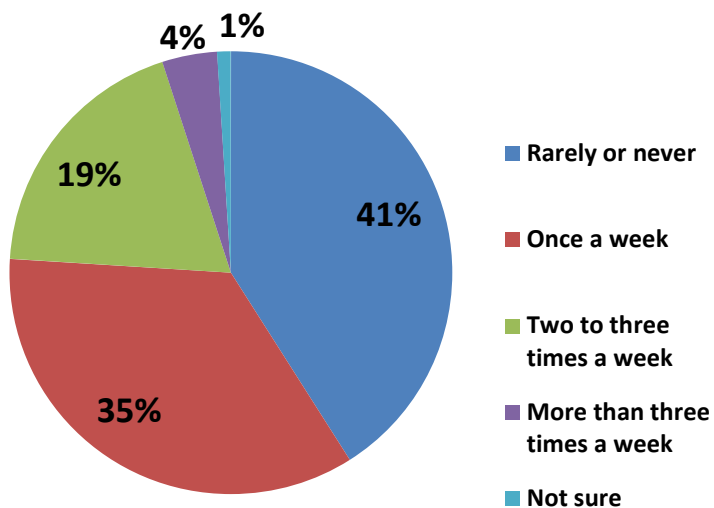
Consumer Spending Insights

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.

Brian List

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