

# CONSUMER SPENDING REPORT

JULY 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.

## SUMMER SPENDING

### JULY SEES SIGNIFICANT INCREASE IN SPENDING

The US started July in typical fashion with fireworks, cookouts, and mini vacations. Retail and foodservice industries will be celebrating along with the rest of the country as they see an increase in consumer spending throughout the month.

The restaurant industry is seeing a growth in consumers eating out more than three times a week, moving from 4% over the last three months to 5%. There's also a significant upgrade in the style of dining people are choosing. More diners this month are deciding to eat at fine dining establishments or restaurants where the average cost per person will be over \$20, and in some cases over \$50.

Retail is getting a boost in spending this month, as well, with both apparel, footwear, and accessories; and discretionary personal expenses on the rise. Both categories showed a 3% or more increase over the last four months. Spending for home improvement and household items are remaining steady.

CSG  
US Spending Monitor  
**125.6**

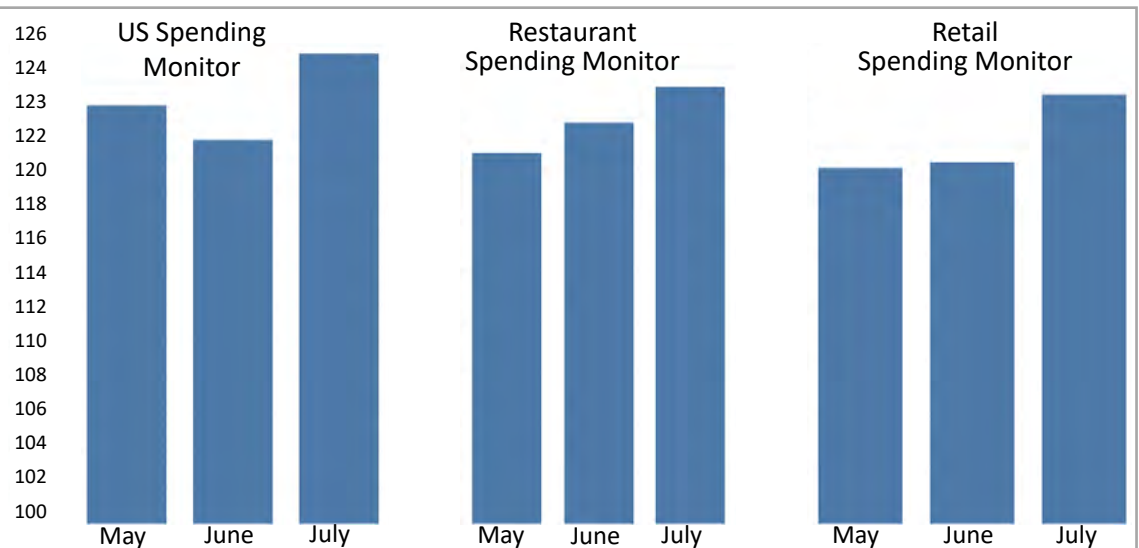
CSG  
Restaurant Spending Index  
**117.2**

CSG  
Retail Spending Index  
**115.9**

## 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.

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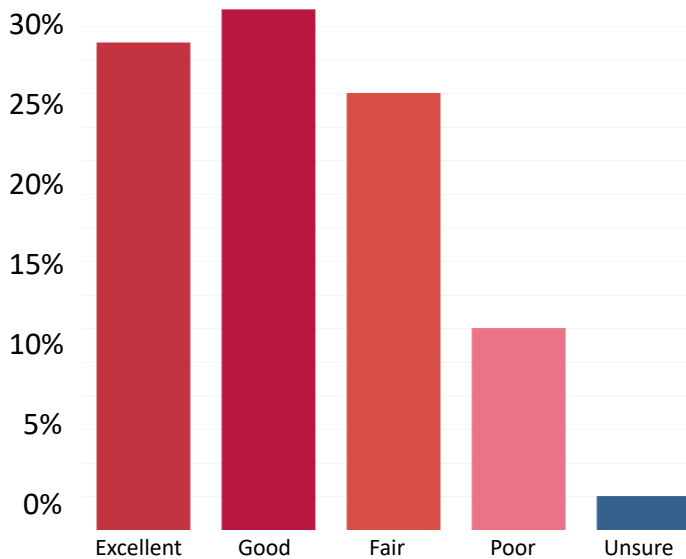


# ECONOMY AT ALL TIME HIGH

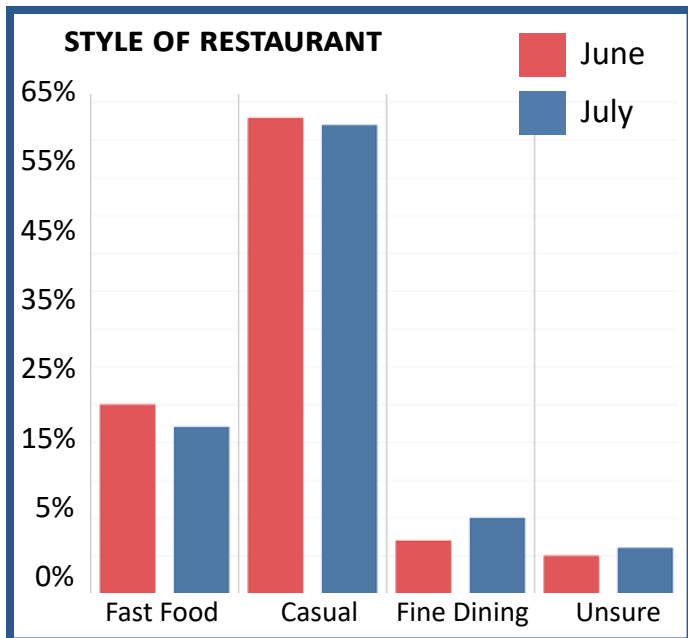
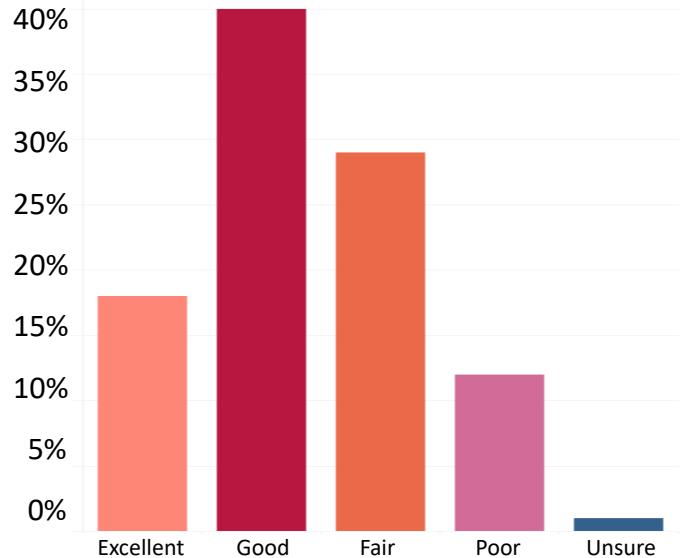
## FAITH IN ECONOMY SKYROCKETS

Economic health hit an all-time high this month with 29% of consumers polled saying they felt the US economy is in excellent condition, and 31% of pollers saying the economy is in good standings. Since starting our Consumer Spending Report in 2014, an “excellent” economy has never topped 28%, and in some cases has even dipped to as low as 2%. Additionally, 65% of those polled stated they would have money left over at the end of the month after paying bills which can be a reason for the increase in spending. July is looking to be a spectacular month for both consumers and the retail and food industries alike.

### Q. HOW WOULD YOU RATE THE ECONOMY?



### Q. HOW WOULD YOU RATE YOUR FINANCES?



## DINING OUT PLEASUREABLE

### CONSUMERS LOVE EATING OUT AND ARE INVESTING MORE IN THE EXPERIENCE

Dining out continues its upward trend. Not only are more diners eating out than ever before, but high-end restaurants are seeing an increase in foot traffic. According to polls, more people are choosing to eat at fine dining establishments over fast food or even fast-casual restaurants. This is excellent news for those in the fine dining industry who saw a dip in spending over the last several months. March showed 10% of consumers were choosing a high end restaurant, but the numbers dropped between April and June. July’s numbers are back to 10%, indicating people are happily investing more money in their dining out experience.

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

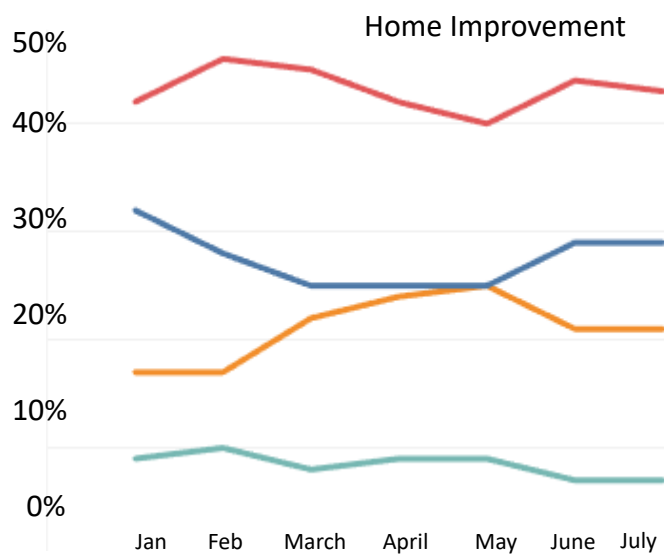
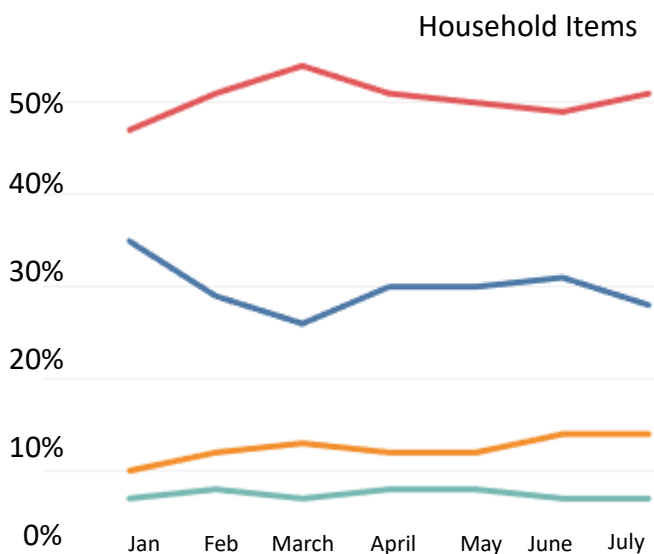
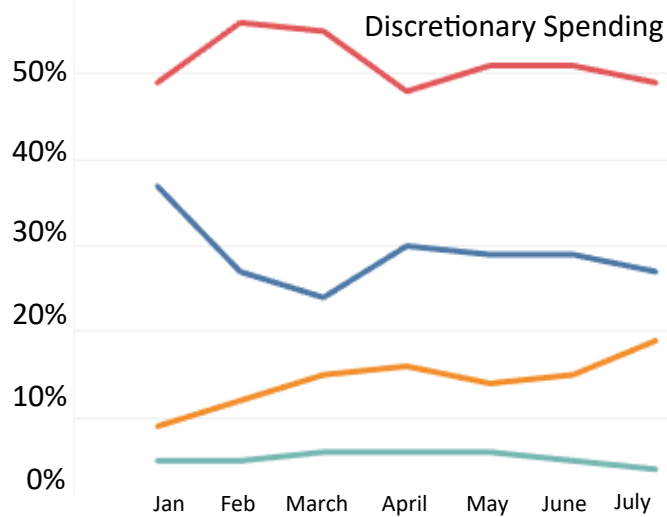
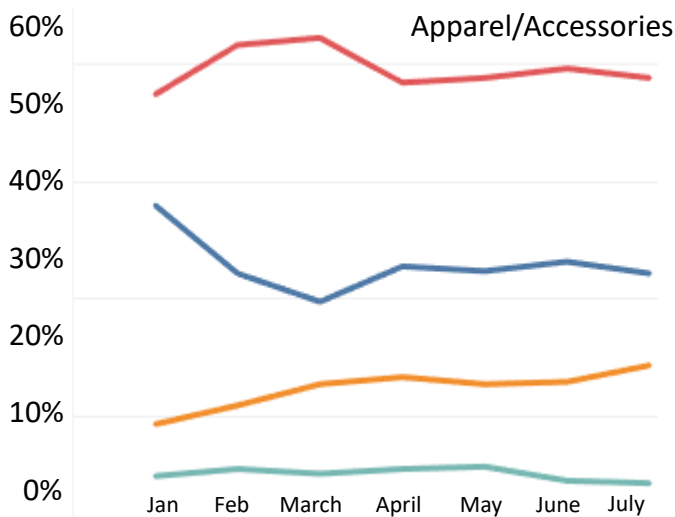
[CLICK HERE FOR DETAILS](#)

# FOCUS ON RETAIL

## APPAREL & DISCRETIONARY SPENDING ON THE RISE

While all four categories polled (household items, home improvement, apparel/accessories & discretionary spending) are doing well, the apparel/accessory and discretionary personal expenses have hit a 2019 high. Apparel/accessories rose 3% this month to reach a number it hasn't hit since December. Pollers saying they will spend more this month on discretionary expenses rose to a staggering 19%, the highest it has been since CSG began the Consumer Spending Report. Although spending on home improvement and household items hasn't increased, it has not decreased. Needless to say, this month will be good for the retail industry.

### WILL YOU BE SPENDING MORE OR LESS THAN LAST MONTH?



■ More 
 ■ Less 
 ■ About the Same 
 ■ Unsure

**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.