Chain Store Guide's U.S. Spending Monitor increased for a third straight month while reaching a new 12-month high. The monitor's current reading is less than two points from its all-time high, predicting another month of strong consumer spending and positive views on both the current state of the economy and personal finances. Further evidence of an improving economic climate is continually translating to consumer spending throughout the first half of 2016.
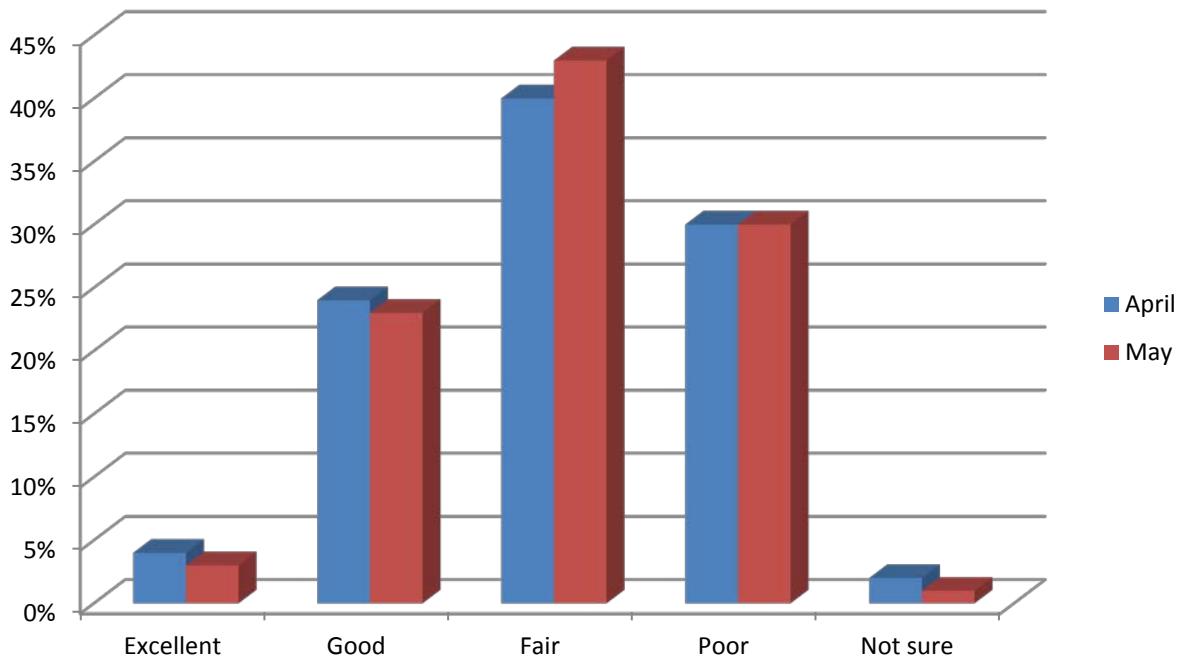
Spending Monitor and Index Trends
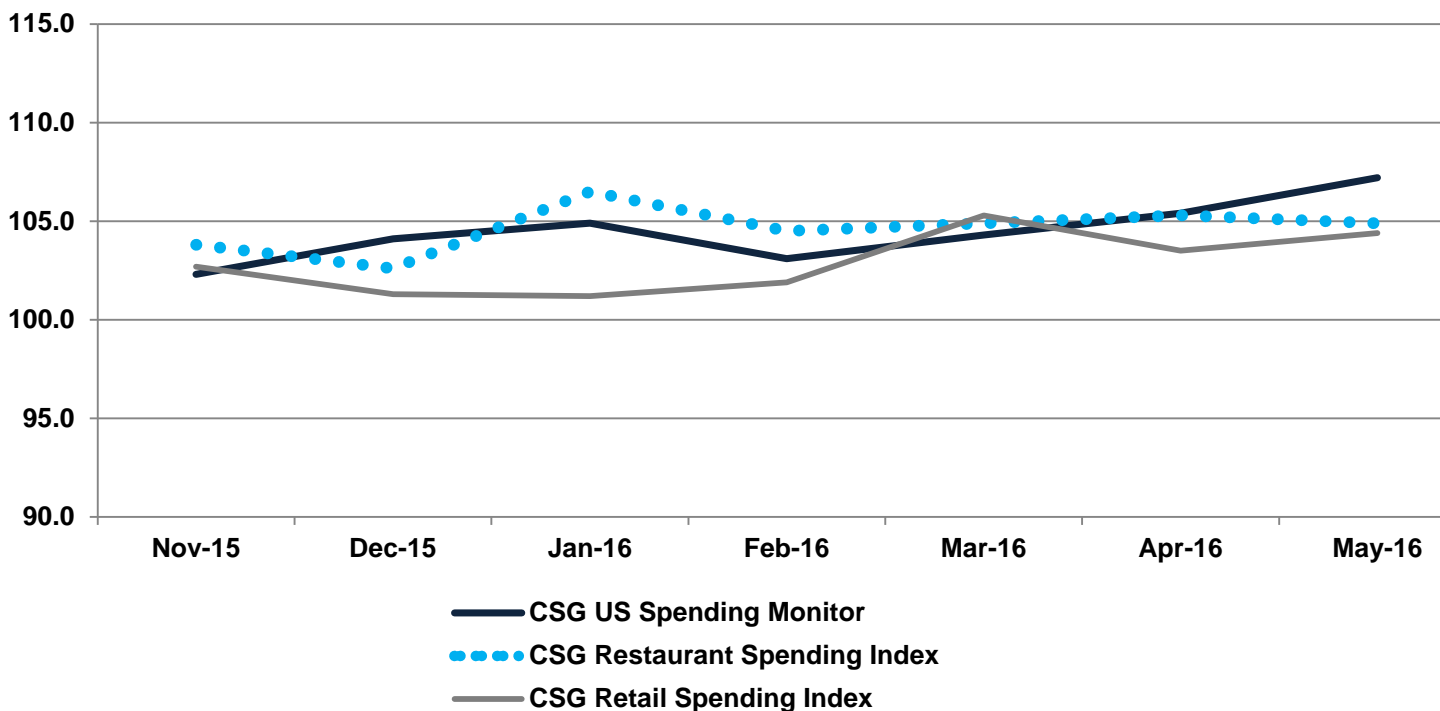
- The **CSG US Spending Monitor** increased 1.8 points reaching 107.2, drastically higher than its rolling 12-month average reading of 104.3 and highest since June 2015 when the Monitor was 108.6.

- The **CSG Restaurant Spending Index** decreased slightly by 0.4 points, but still higher than its 12-month rolling average.

- The **CSG Retail Spending Index** increased by 0.9 points to 104.4, nearly two full points higher than its rolling 12-month average.
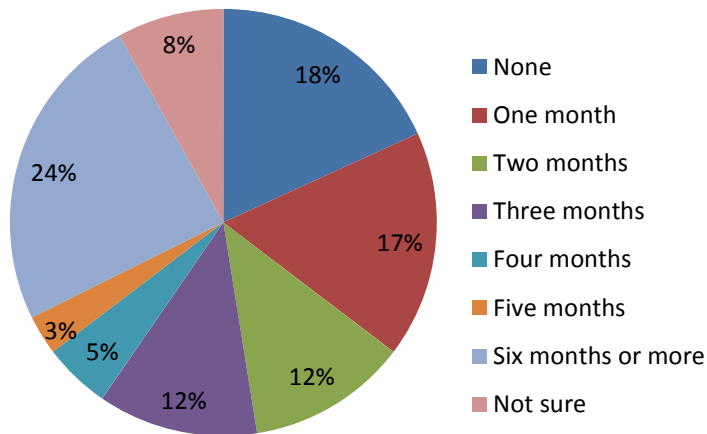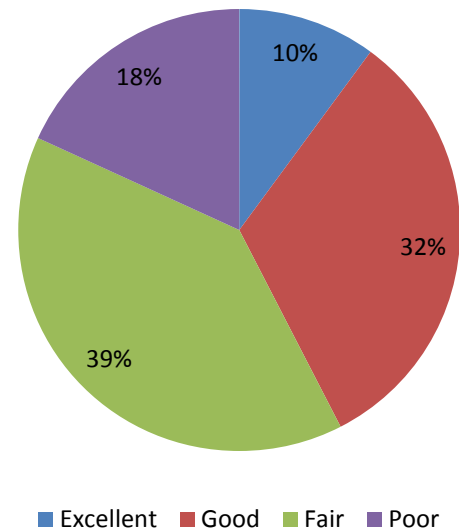
![CSG Logo]

US Economy and Consumer Finances

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

Bar chart showing April and May ratings:
- Excellent: ~4% (April), ~3% (May)
- Good: ~24% (April), ~23% (May)
- Fair: ~40% (April), ~43% (May)
- Poor: ~30% (April), ~30% (May)
- Not sure: ~2% (April), ~1% (May)

Months of Emergency Savings:

Pie chart:
- None: 18%
- One month: 17%
- Two months: 12%
- Three months: 12%
- Four months: 5%
- Five months: 3%
- Six months or more: 24%
- Not sure: 8%

Current Personal Finances:

Pie chart:
- Excellent: 10%
- Good: 32%
- Fair: 39%
- Poor: 18%
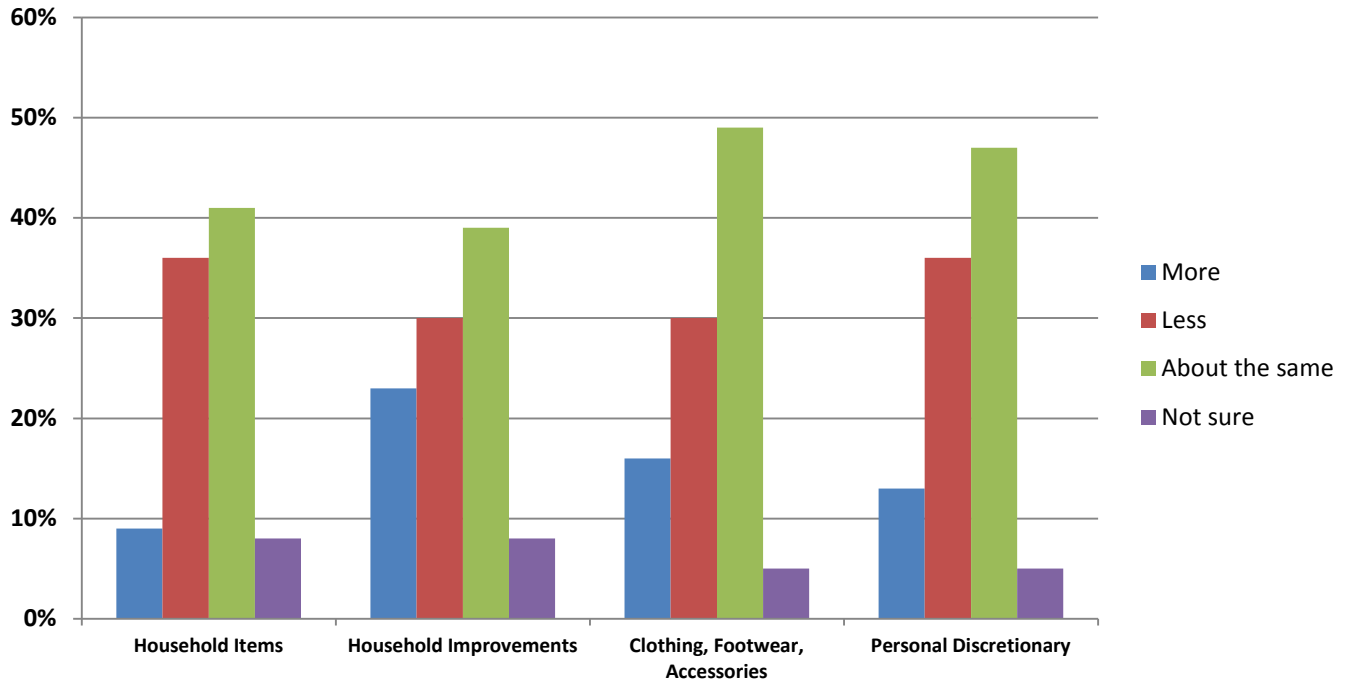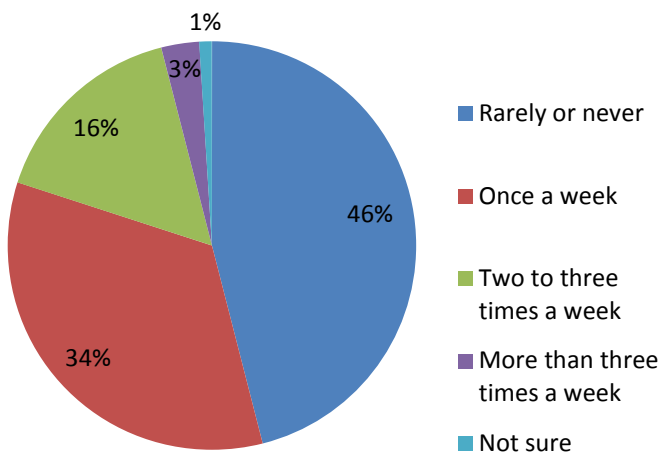
Consumer Spending Insights

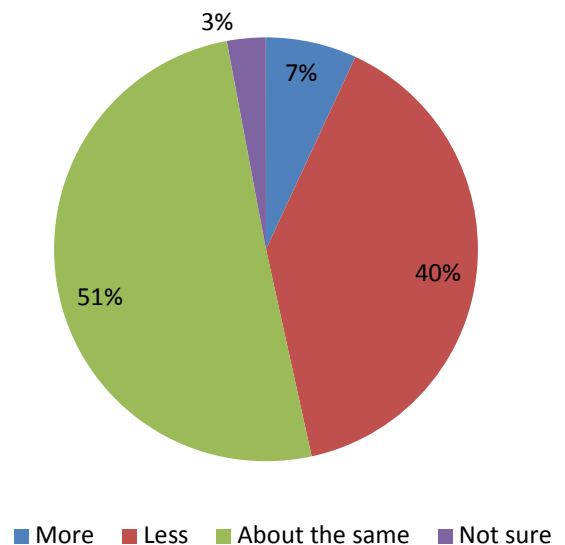*In the next month, will you spend more, less or about the same on…*

In a typical week, how often do you go out to eat?

- Rarely or never
- Once a week
- Two to three times a week
- More than three times a week
- Not sure

Compared to six months ago, are you going out to eat more often, less often or about the same as before?

More   Less   About the same   Not sure

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 742,000 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.

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