

CSG CONSUMER SPENDING REPORT

JUNE 2018

US SPENDING MONITOR BOUNCES BACK

Retail + Restaurant Spending Looks Good for June

After a two-month correction following February's spike, Chain Store Guide's Consumer Spending Monitor has resumed the upward trend that kicked off last September. With more money in their pocket after paying bills (see pg2), consumers intend to dine out and spend at the register and online in June.

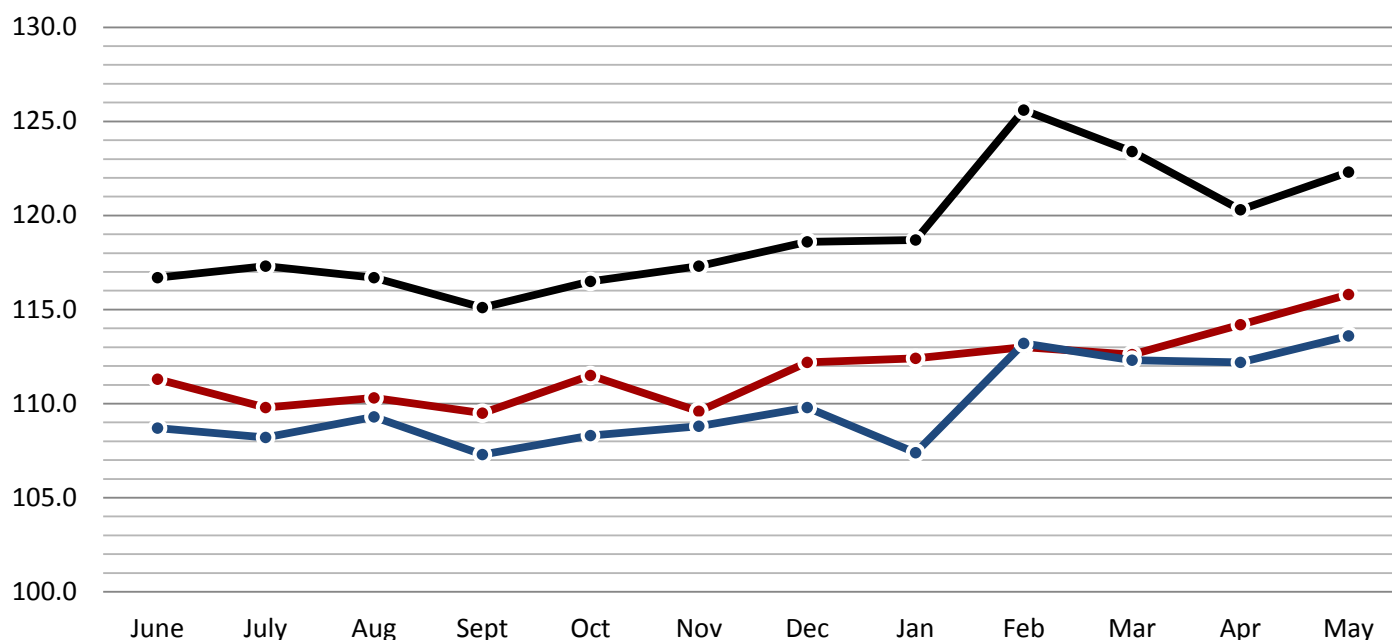
The Restaurant Spending Index, a component of the US Spending Monitor, is up, setting another new 12-month high, and we have some data inside this month's Report that provides further proof that more Americans are dining out now more often than ever.

On the retail front, the uptick in the Spending Index is led by two categories – home improvement and discretionary spending – where we're seeing three-year highs in spending plans for June (see pg3).

CSG
US Spending Monitor
122.3

CSG
Restaurant Spending Index
115.8

CSG
Retail Spending Index
113.6

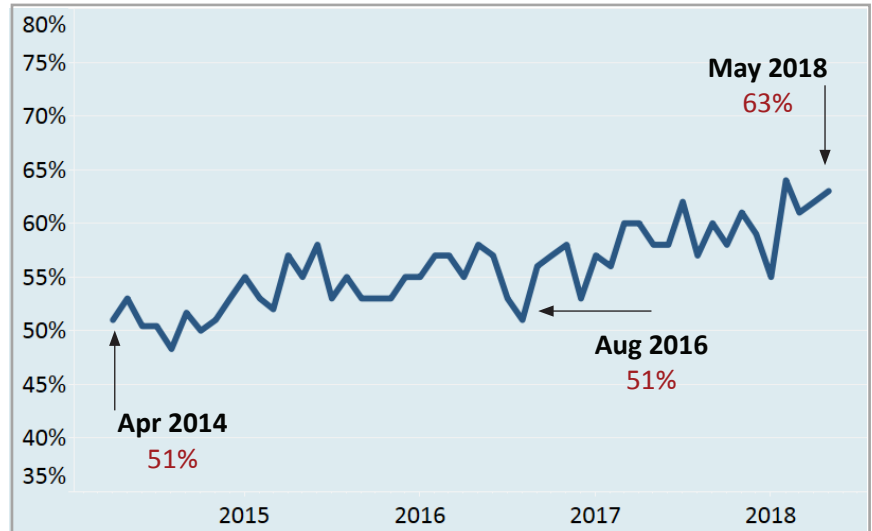


MORE CONSUMERS HAVE MONEY LEFT AFTER PAYING BILLS

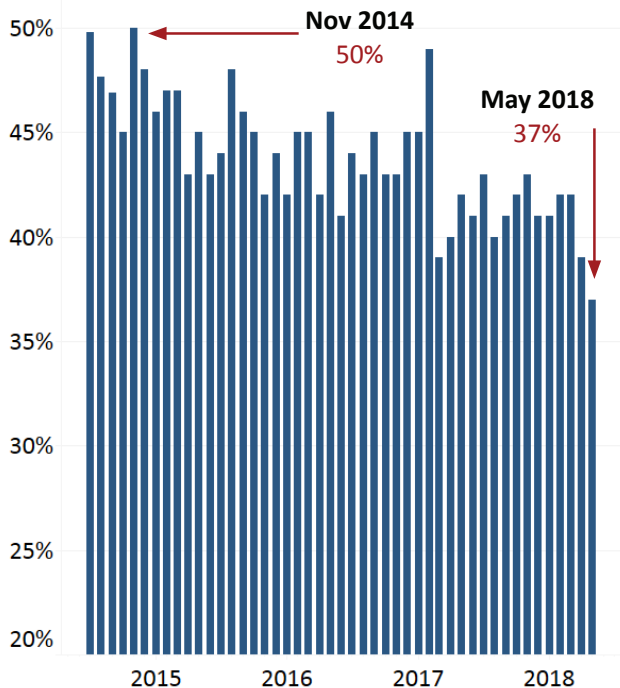
21-Month Uptrend Continues

More consumers with cash in their pockets are always welcome news for retailers and restaurants. And according to Chain Store Guide polling data, the number of Americans with disposable income left over after paying the bills each month has risen steadily for the last 21 months. Since, dipping to 51% in August 2016, the percentage of respondents with money to spend has climbed, coming in at 63% in May.

Respondents with Money Left Over after Paying Debts



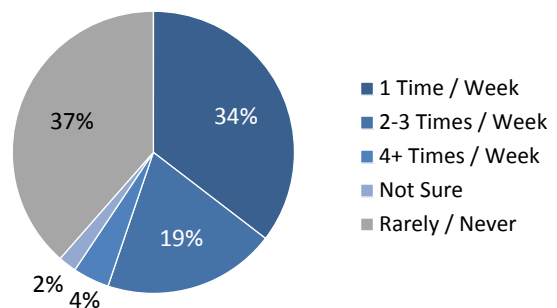
Respondents Dining Out “Rarely or Never” in a Typical Week



DINING TRENDS

Need more evidence that we’re eating out more often than ever? Each month, we ask a random sample of Americans about their dining habits. As the chart on the left shows, the number of respondents claiming that they dine out “rarely or never” has decreased dramatically in the last four years.

Q. In a typical week, how many times do you eat out? May 2018



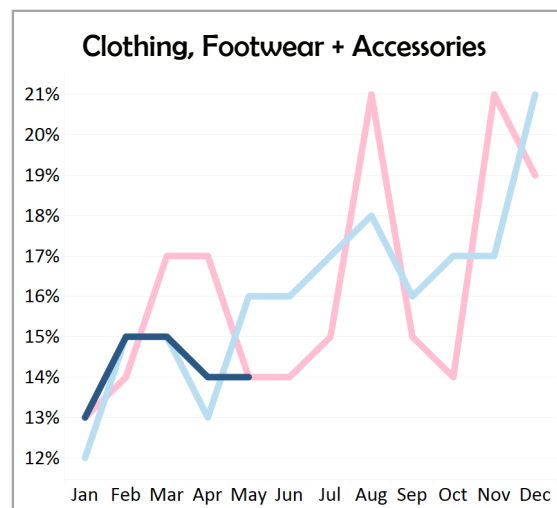
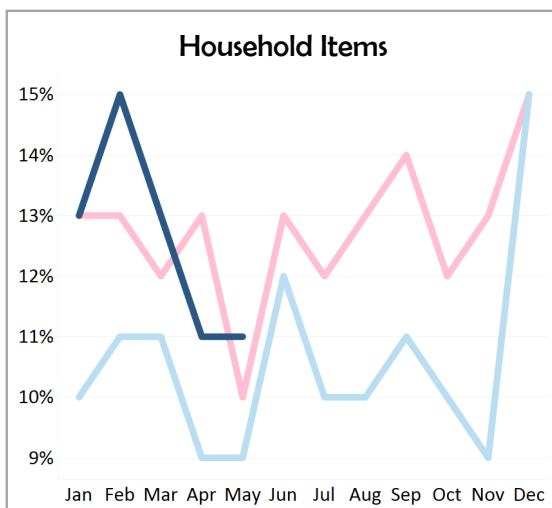
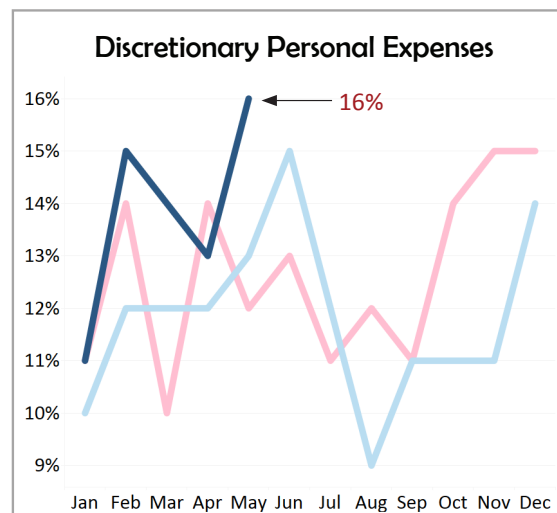
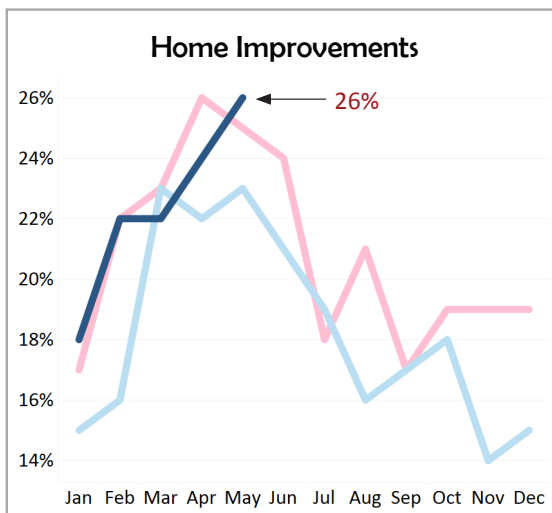
Get More Leads & Drive More Sales With
CSG’s Restaurant Franchisee Premier Database

[CLICK HERE FOR DETAILS](#)

RETAIL FOCUS

Chain Store Guide's Retail Spending Index is up, and digging deeper into the data, home-improvement and discretionary spending are fueling the move. As seen below, 26% of consumers expect to spend more on home improvement in June than they did in May. The seasonal spike comes a month later than last year, with our polling research supporting the statements heard throughout hardware industry Q1 earnings calls pointing to weather patterns putting a damper on spring sales. The news is even better for retailers in general with the discretionary spending results. More than 16% of consumers plan to spend more this month than the previous month on optional purchases, a three-year high.

Consumers Who Plan to Spend More Next Month vs Last



Year
2018
 2017
 2016

Get More Leads & Drive More Sales With
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 70,100 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.