

CSG CONSUMER SPENDING REPORT

MARCH 2018

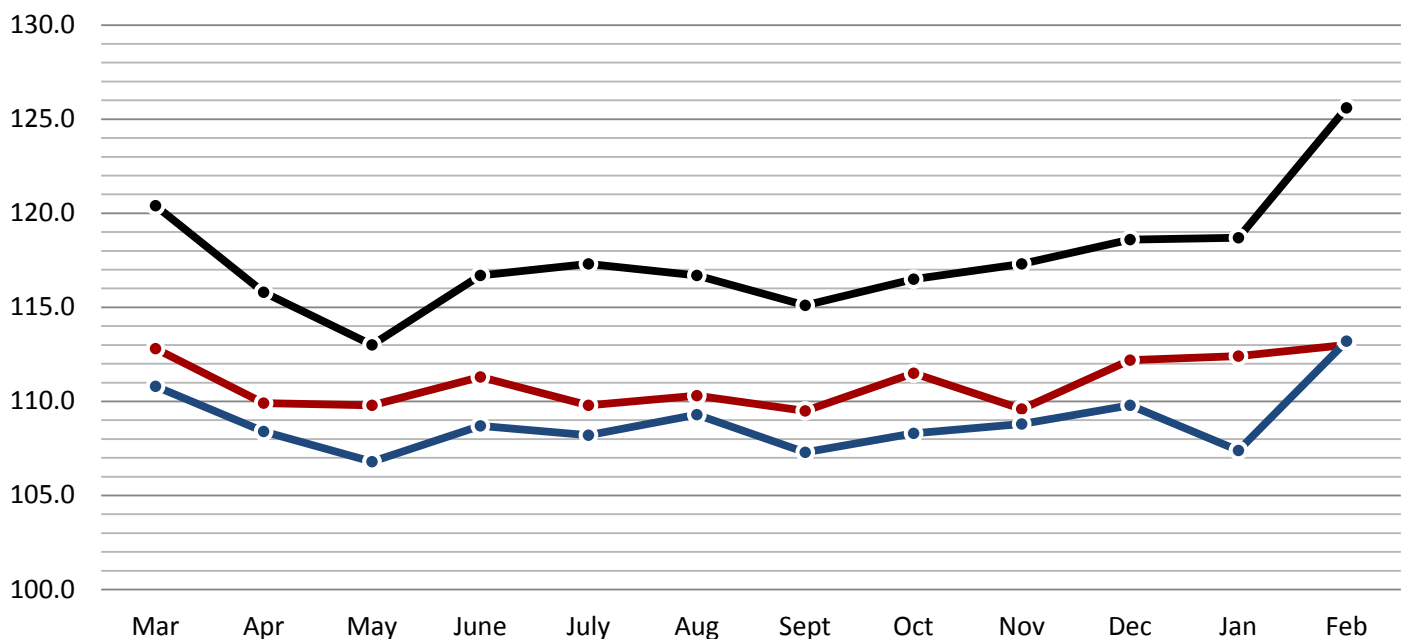
CONSUMER SPENDING MONITOR REACHES RECORD HIGH

Confidence in Economy + Retail Spend Drive Results

Chain Store Guide's top-line US Consumer Spending Monitor has reached a record high in March off the back of the second-largest, one-month gain in this report's four-year history. The new high-water mark was driven by consumers' still-growing confidence in the economy (see page 2) and their turbo-boosted retail spending plans. After a down month, as consumers caught their breath after a huge holiday season, the Retail Spending Index, a

of the Spending Monitor that measures consumer retail and discretionary spending confidence, hit an all-time high in its own right.

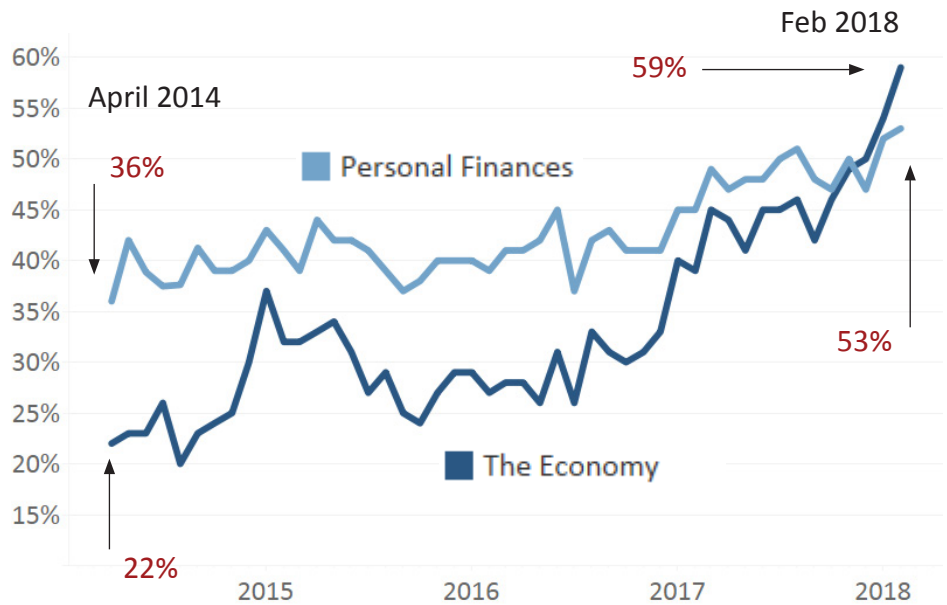
Turning to foodservice, the Restaurant Spending Index inched up for a third month, but in a much less dramatic manner. The relatively flat consumer response to questions about their dining intentions reflects – and drives – the mixed bag of news out of the restaurant industry in recent months, which has seen some large chains announce plans to scale back expansion plans in 2018.



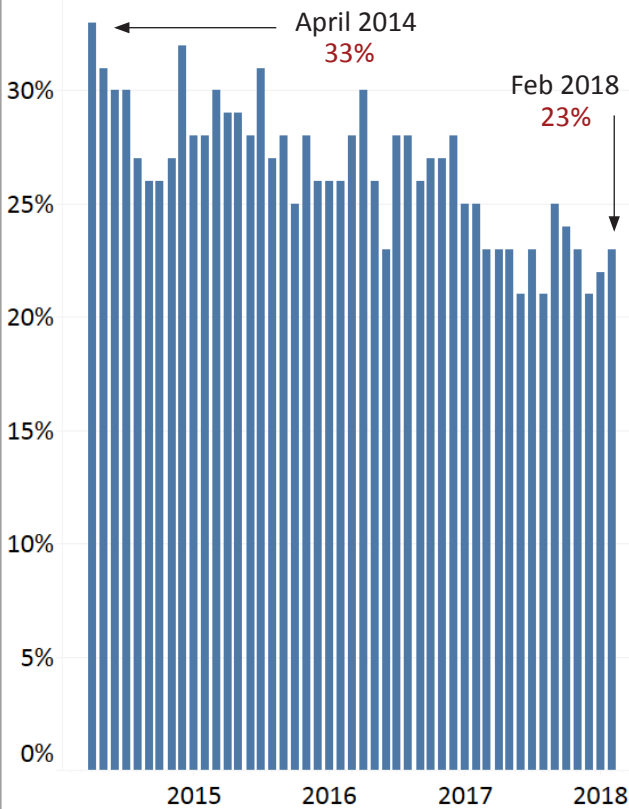
MAJORITY OF CONSUMERS RATE ECONOMY + PERSONAL FINANCES AS 'EXCELLENT' OR 'GOOD'

Another month, and the beat goes on. When asked to rate the economy, 59% of respondents chose "excellent" or "good" in our February poll, while 53% of those asked said the same about the current state of their personal finances. Both the economy and personal finance ratings are new high points, as the chart on the right shows.

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Respondents Rating Economy + Personal Finances as 'Excellent' or 'Good'



Diners Expecting to Spend \$10 or Less per Person When Dining Out

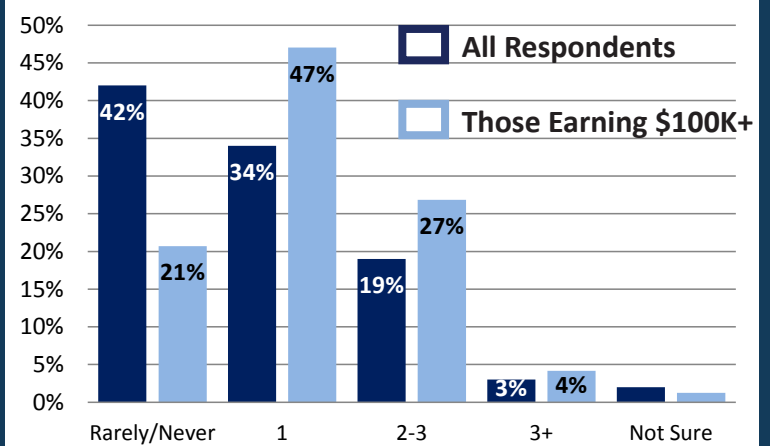


DINING TRENDS

"Value" is seen as the current cure-all for quick-serve restaurants looking to boost foot traffic and sales, but the chart on the left shows that the number of consumers who expect to spend \$10 or less when dining out has fallen significantly over the past four years.

February 2018

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



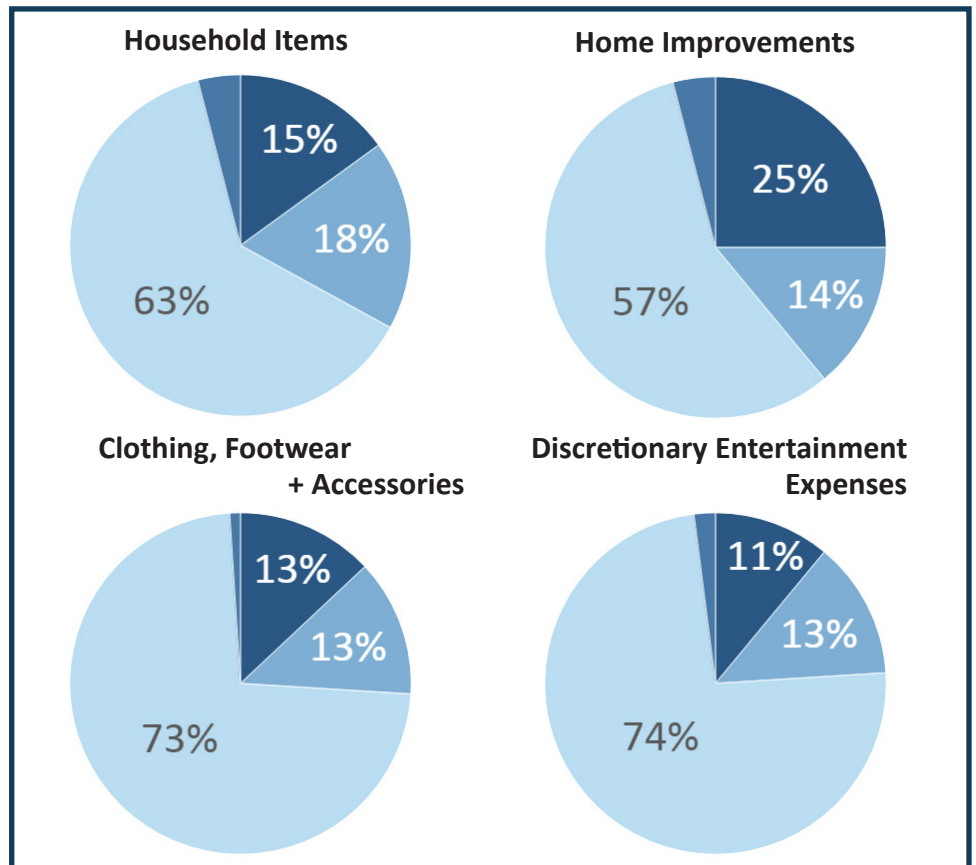
RETAIL FOCUS

Higher-Earner Edition

After relatively tepid responses in our previous round of polling, February’s polling numbers reflected a definite intention on the part of consumers to increase retail spending in March. This month, we examine the spending intentions of individuals *earning \$100,000 or more annually*.

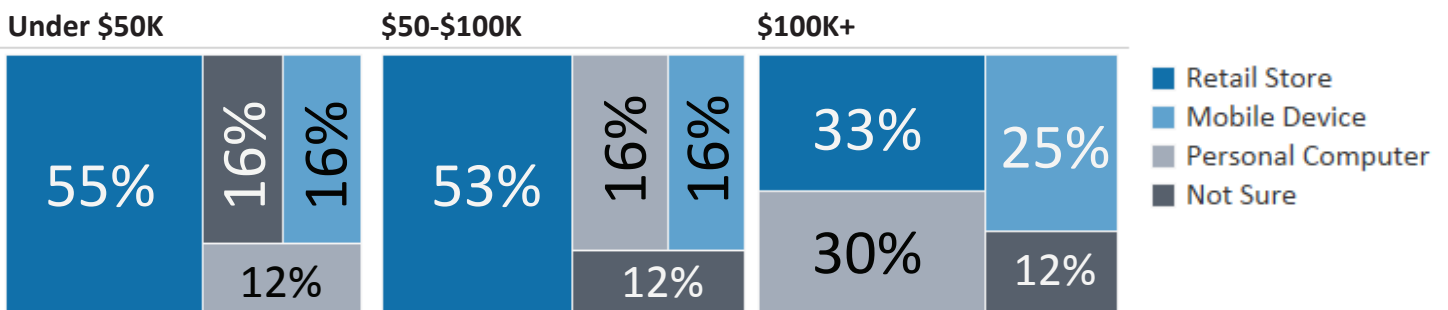
Q. IN THE NEXT MONTH, WILL YOU SPEND MORE, LESS OR ABOUT THE SAME ON _____ ?

- More
- Less
- About the same
- Not sure



Q. IN THE NEXT MONTH WHERE/HOW WILL YOU MAKE THE MAJORITY OF YOUR RETAIL PURCHASES?

Responses by Income



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.