



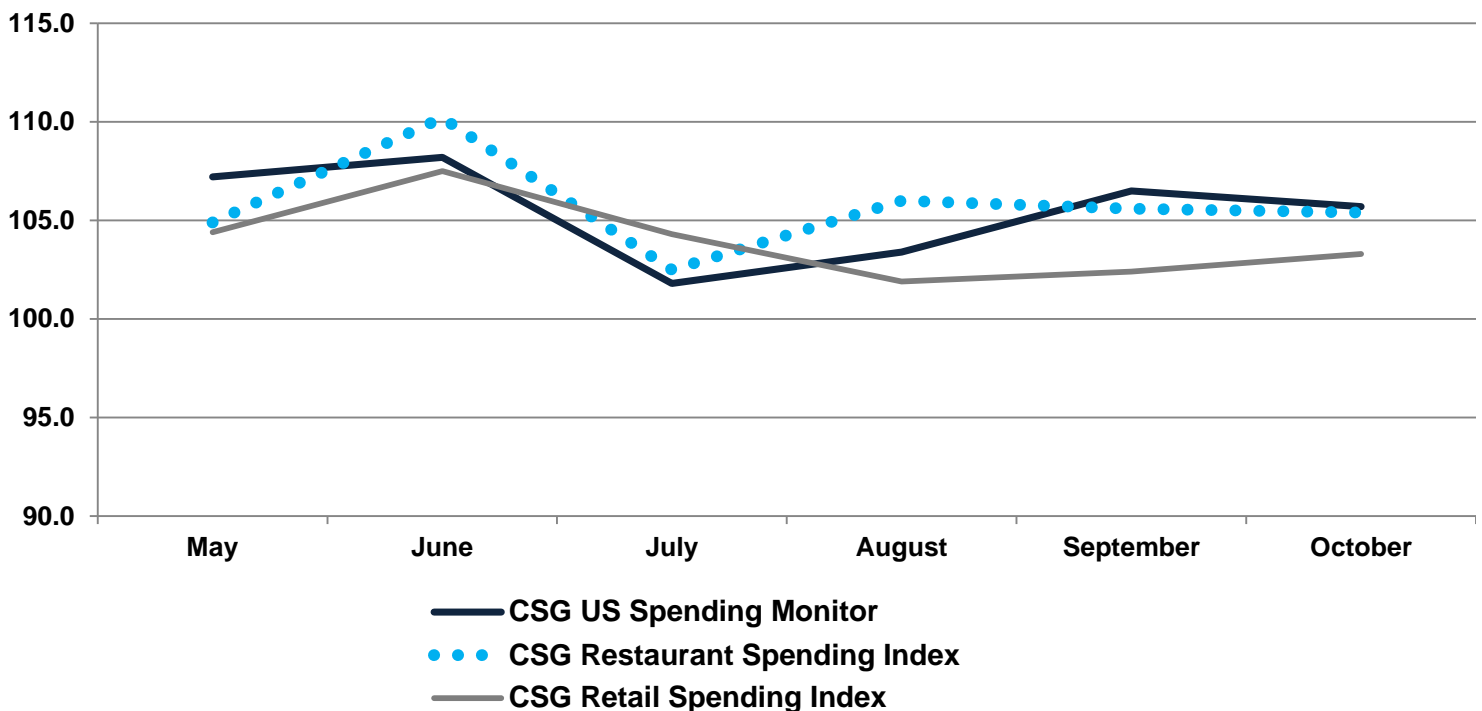
Consumer Spending Report (CSR):

CSG Indexes Relatively Flat ahead of Elections Point to Continuation in Consumer Spending

November 2016

With less than a week to go before Election Day, CSG polling and analysis point to a continuation in US consumer spending at relatively robust levels in November. Contrary to some economic narratives, the CSG Spending Monitor (which measures respondents' views on the state of the economy and personal finances) is down slightly but still above its 12-month average (105.1) while the Retail Spending Index has moved north for the second straight month. The Restaurant Spending Index is essentially flat having bounced back from a dip in July.

CSG Spending Monitor and Index Trends



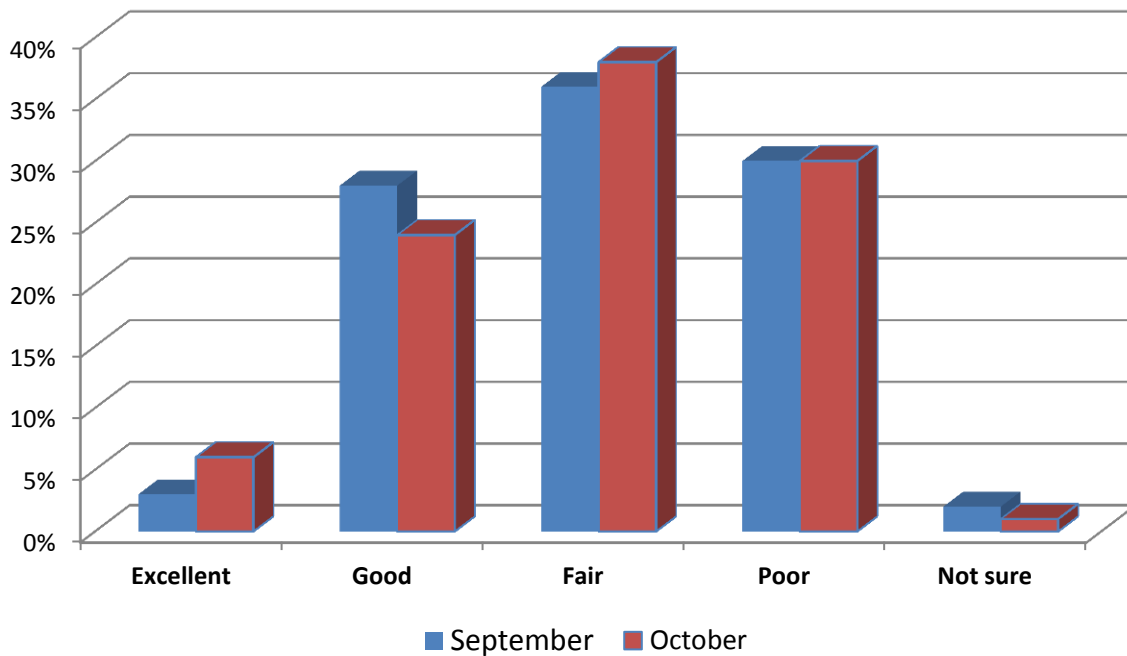
- ✓ The **CSG US Spending Monitor** decreased slightly to 105.4
- ✓ The **CSG Restaurant Spending Index** was essentially flat at 105.4
- ✓ The **CSG Retail Spending Index** increased to 103.3

Though spending is a mixed bag on an industry-by-industry basis, job growth remains steady (if pedestrian) and, according to US Census Bureau counts, "Eating and Drinking Places" sales have risen steadily in 2016 through September (we await October numbers). CSG's own polling (next page) shows that consumers responded to questions on their personal financial status in a more positive manner heading into November than the 12-month average.



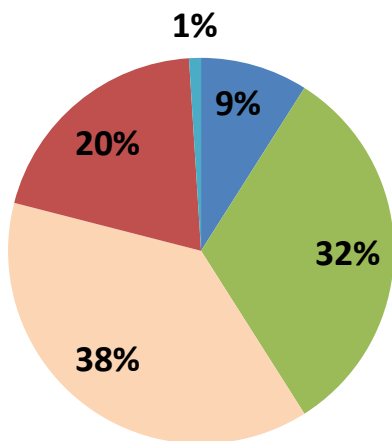
US Economy and Consumer Finances

How would you rate the U.S. economy?



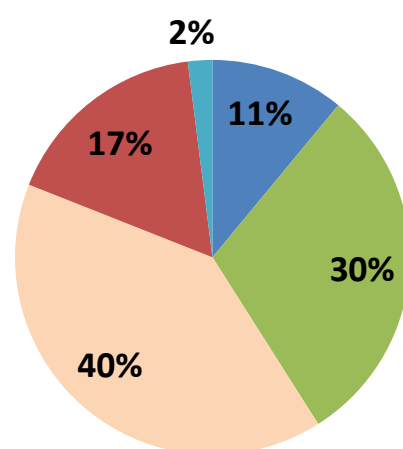
Current Personal Finances

12-Month Average



■ Excellent ■ Good ■ Fair ■ Poor ■ Not Sure

October Polling

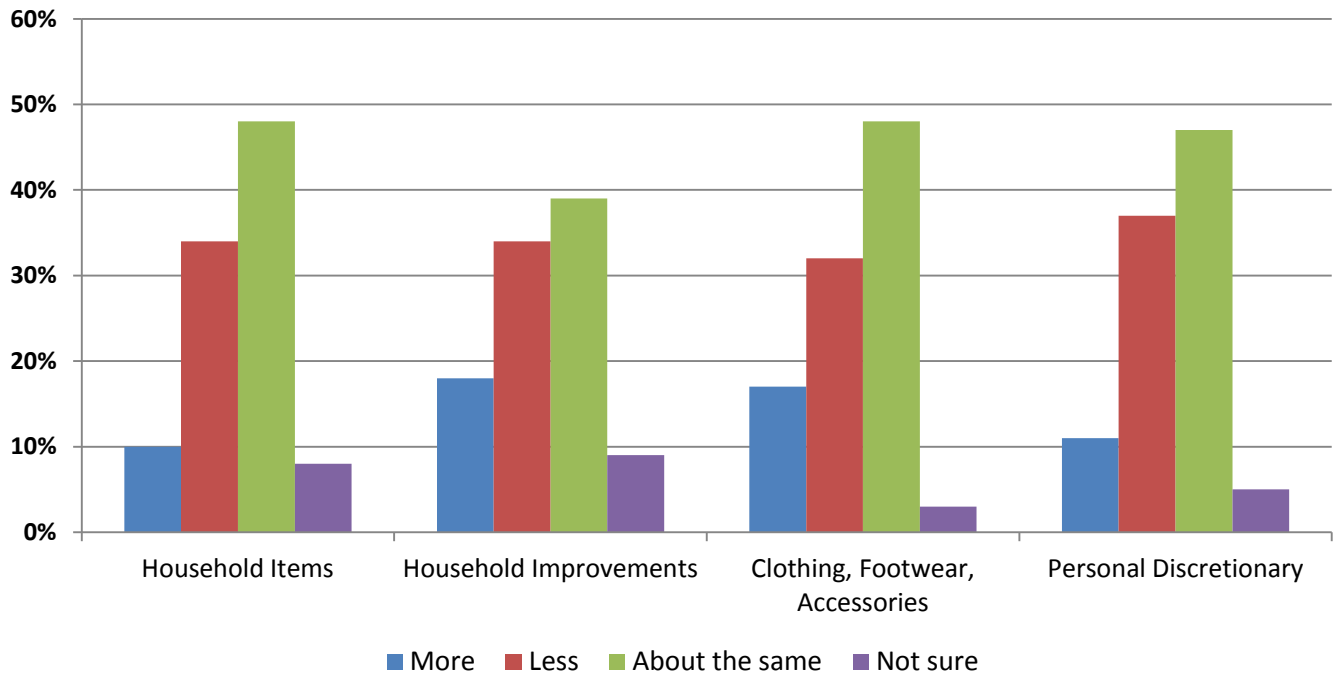


■ Excellent ■ Good ■ Fair ■ Poor ■ Not Sure

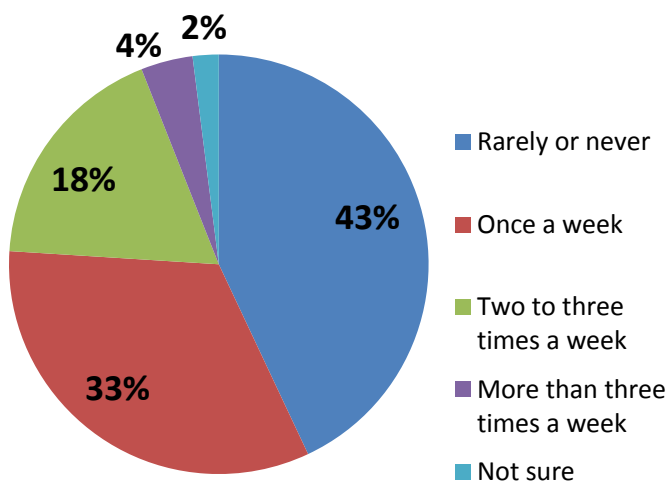


Consumer Spending Insights

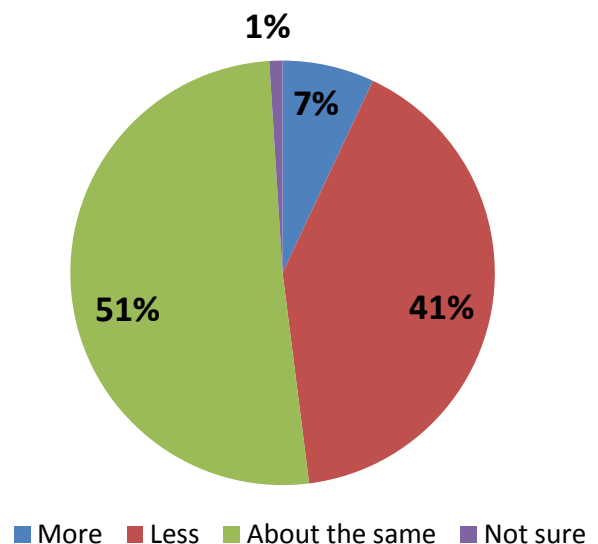
In the next month, will you spend more, less or about the same on . . .



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.

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.

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 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, Sr. Manager, Market Research** at blist@chainstoreguide.com or 813 627-6943.