

CSG CONSUMER SPENDING REPORT

OCTOBER 2018

EAT, DRINK & SPEND FREELY

All Systems Are Go for a Strong Holiday Season

The news this month is overwhelmingly positive. The majority of the metrics we derive from our monthly consumer polling data point north, and there's no reason to think the good times won't continue into this year's holiday shopping season.

The US Spending Monitor along with the Restaurant and Retail Spending Indices are all up this month. And the positive moves by all three measures bettered last year's gains heading into October in both net gain and percent increase. The year-over-year trend bodes well as a lead into November and December. Our friends at the National Retail Federation seem to agree. Their Holiday Sales Forecast published on October 3 projects retail sales will be up 4.3% to 4.8% as compared to last year.

Taking a look at respondent's views on the overall economy, not even a looming trade war with China has put a damper on the enthusiasm. Inside, we take a look at a couple of record responses from consumers.

CSG
US Spending Monitor

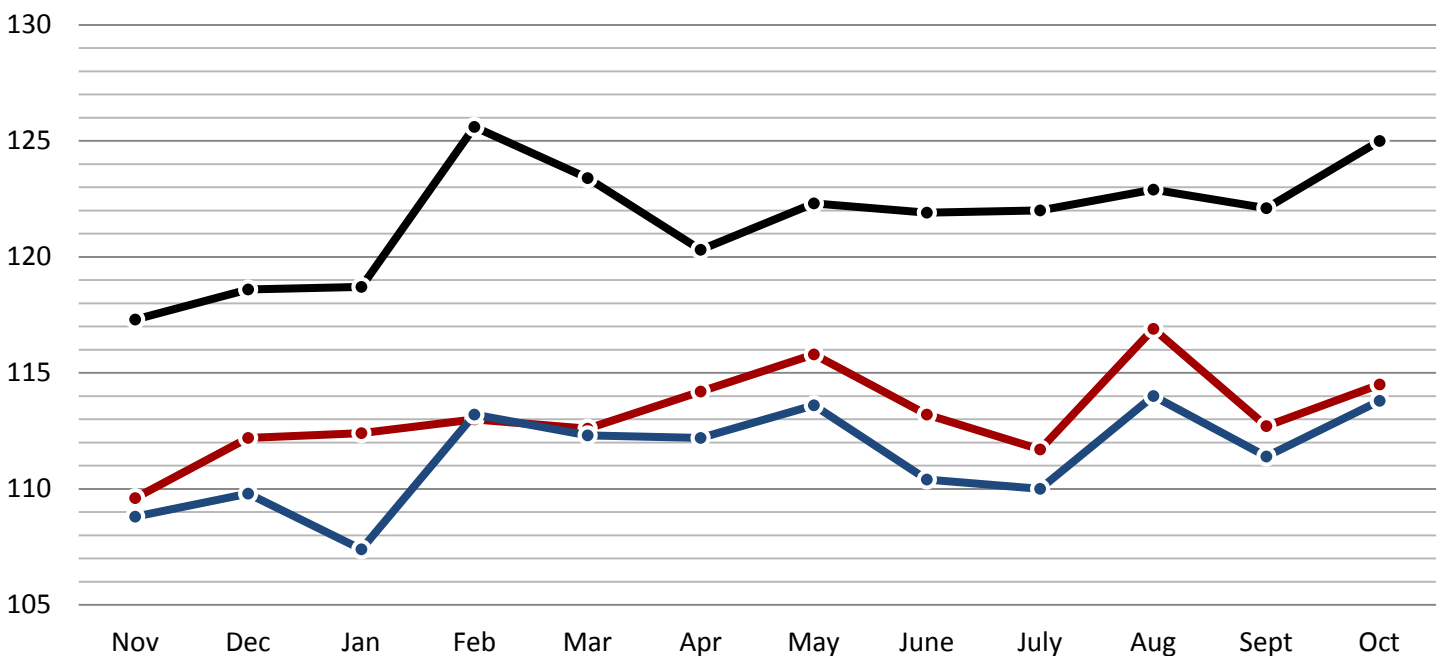
125.0

CSG
Restaurant Spending Index

114.5

CSG
Retail Spending Index

113.8



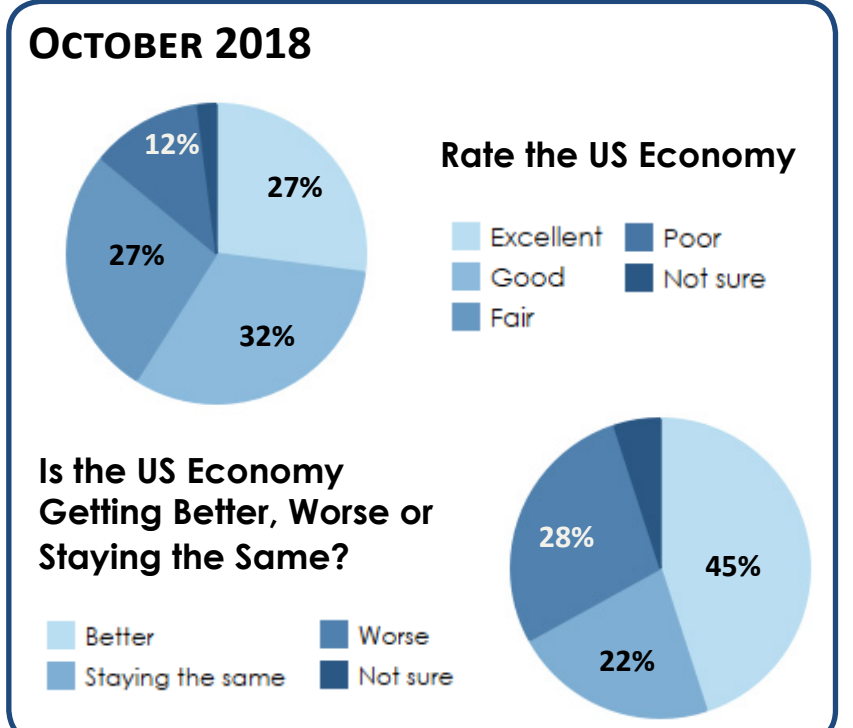
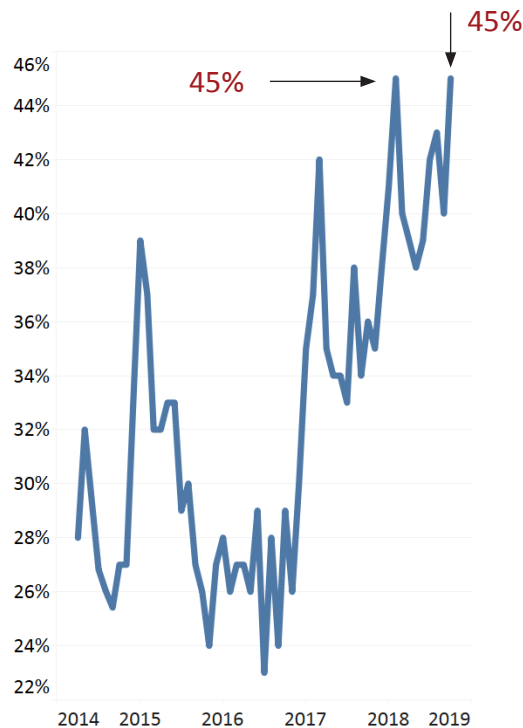
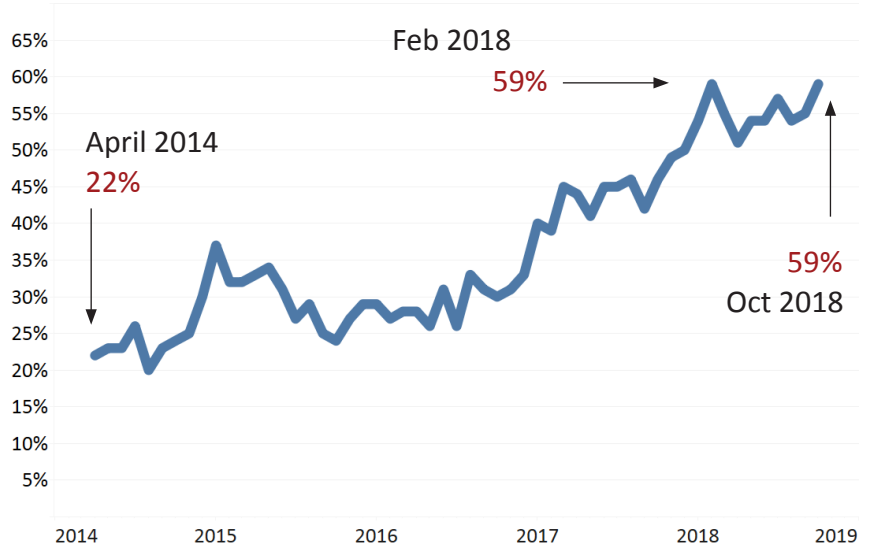
CONSUMER SENTIMENT TIES RECORD HIGHS

59% OF CONSUMERS RATE ECONOMY AS “EXCELLENT” OR “GOOD”

October’s polling efforts produced a number of record responses from consumers on the state of the economy. When asked to rate the economy, 59% of all respondents rated it as “good” or “excellent.” When asked whether that same economy is getting better, worse or staying the same, 45% of those polled felt it was getting better. Those scores of 59% and 45% tie the record high-water mark previously set in February.

AND . . .

45% FEEL IT’S GETTING BETTER



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

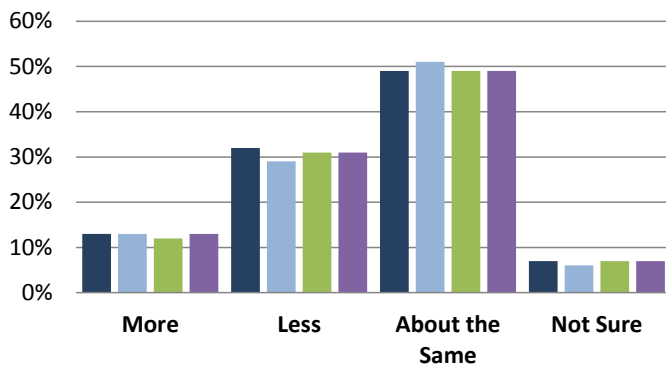
[CLICK HERE FOR DETAILS](#)

RETAIL FOCUS

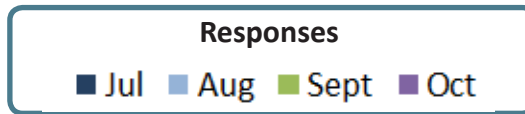
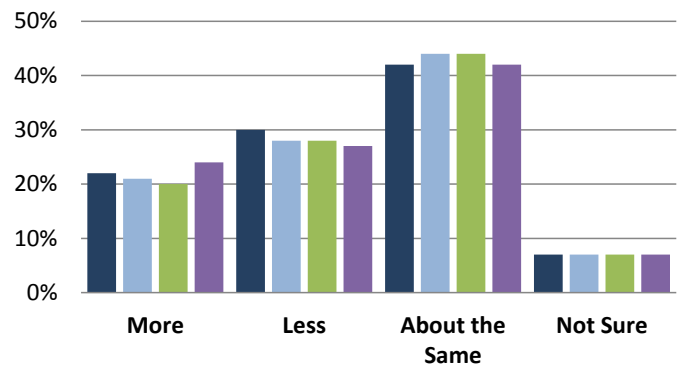
This month, consumers anticipate bumping up their spend in the home improvement category as they get homes spruced up in time for the holidays, while they'll also loosen the purse strings and make those discretionary purchases.

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

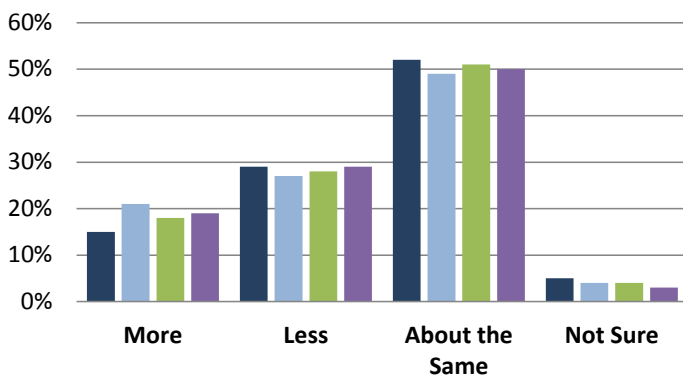
Household Items



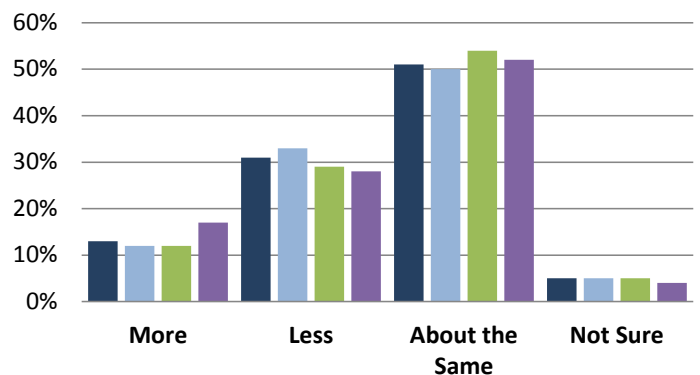
Home Improvements



Clothing, Footwear + Accessories



Discretionary Personal Expenses



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.