

CSG CONSUMER SPENDING REPORT

SEPTEMBER 2018

SPENDING TO SLOW IN SEPTEMBER

Preference for Mobile Devices Pass PCs for Online Orders

After the back-to-school blowout that had Americans ready to shell out the cash for food, fun and new clothes, consumers plan to catch their breath this month. The top-line US Spending Monitor is down slightly but stays above the 122 mark that has become a line in the sand of sorts over the summer.

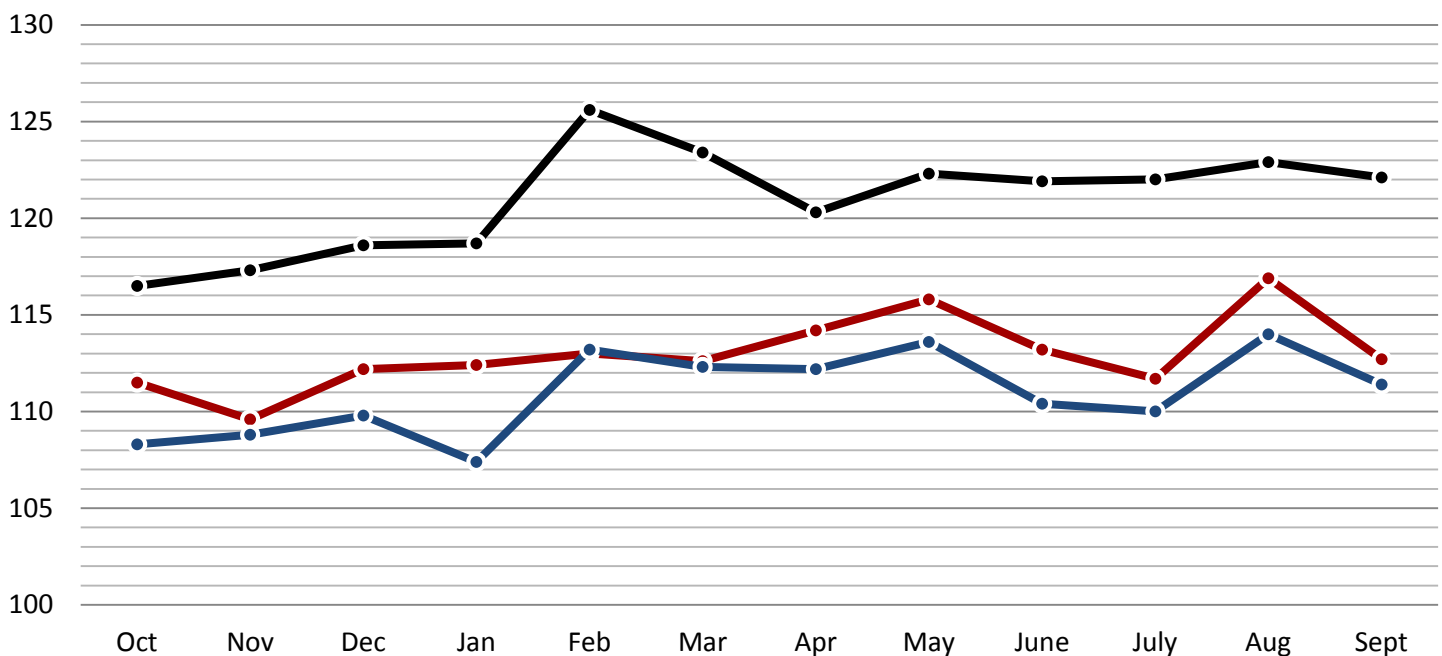
Two of the Monitor's components - the Restaurant Spending Index and the Retail Spending Index - have taken a sharp dive, indicating a significant stated aversion to spending this month, and time will tell if consumers follow through and keep the plastic in their pockets.

Inside, we take a look under the hood at some of the CSR data that we don't get to chance to publish on a monthly basis and uncover how frequently diners head to restaurants on a weekly basis by age group. Also, we examine digital shopping patterns, as mobile devices pass old-school home computers as the preferred method for online purchases.

CSG
US Spending Monitor
122.1

CSG
Restaurant Spending Index
112.7

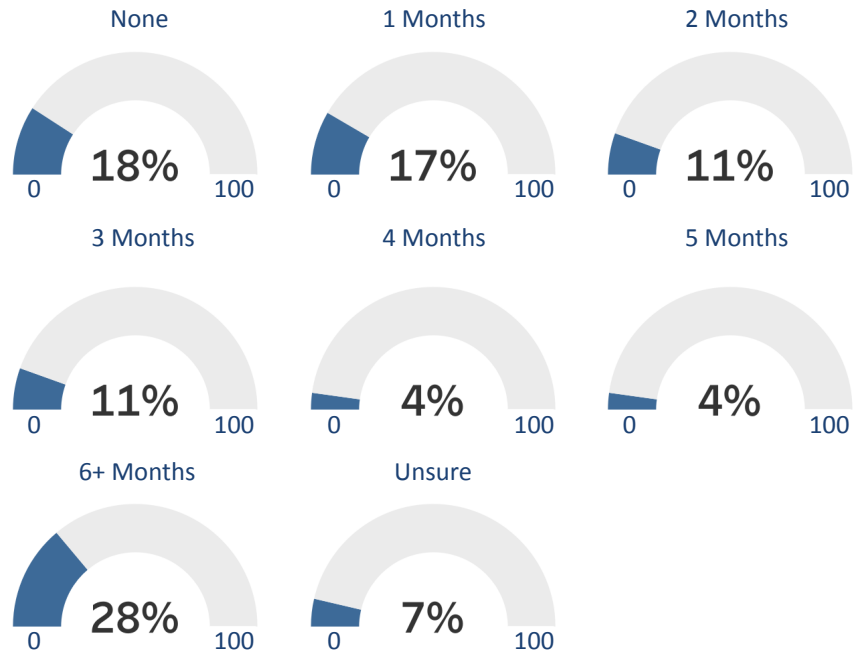
CSG
Retail Spending Index
111.4



DEEP DIVE: A CLOSER LOOK AT CONSUMERS

LENGTH OF TIME CONSUMERS COULD CONTINUE THEIR LIFESTYLE IF FACED WITH A SUDDEN LOSS OF INCOME

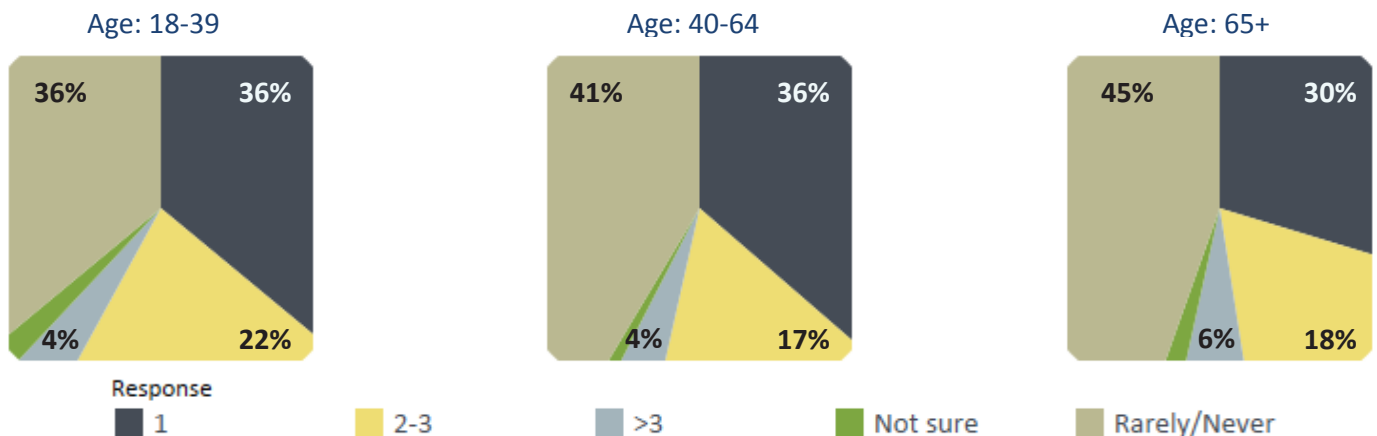
Creating the US Spending Monitor index each month requires us to gather much more polling data than we're able to publish on a monthly basis. In this occasional feature, we'll take a look at some of the most interesting data that underpins the index number you see each month. One question we routinely ask is, "How many months could you continue with your current lifestyle if faced with a sudden loss of income?" The chart on the right contains the results from this month's round of polling.



DINING TRENDS

SEPTEMBER 2018

Q. In a typical week, how often do you go to a restaurant for dinner.



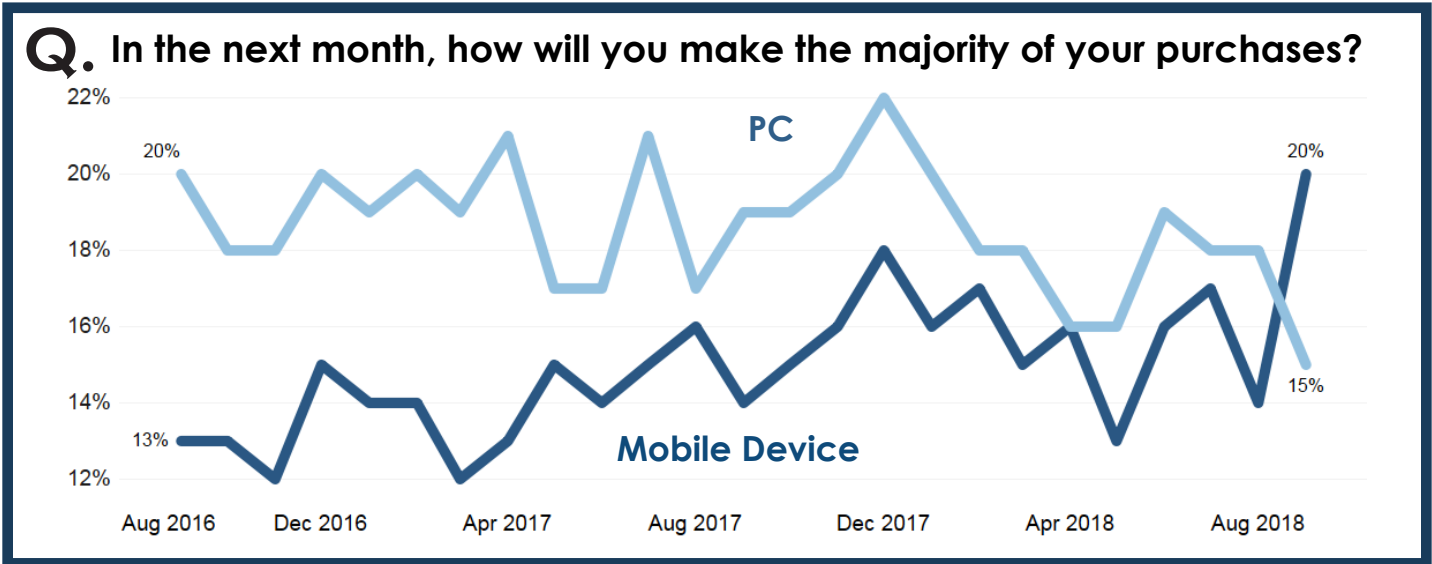
Get More Leads & Drive More Sales With
CSG's Restaurant Franchisee Premier Database

[CLICK HERE FOR DETAILS](#)

RETAIL TRENDS

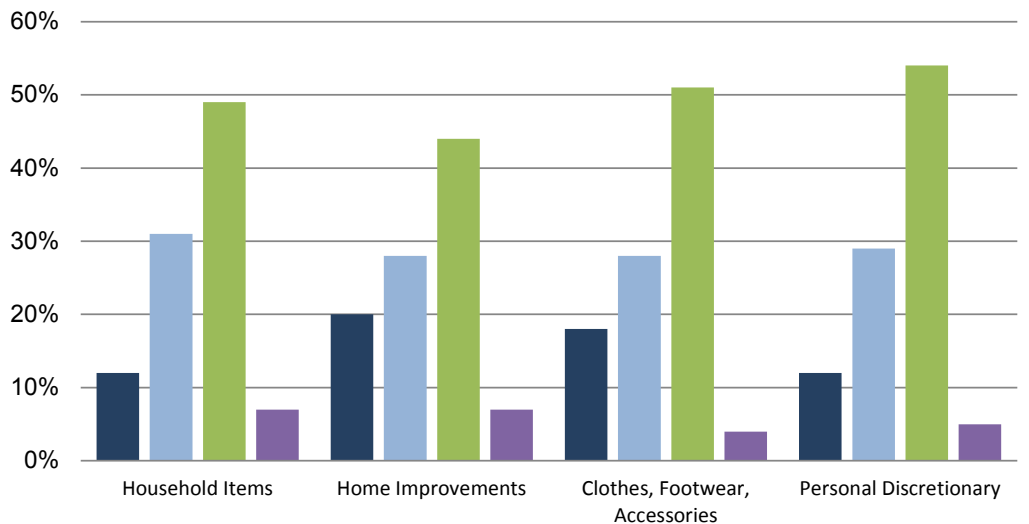
ONLINE SHOPPING: MOBILE TOPS PC

It's no secret that consumers are increasingly turning to their phones to make retail purchases. But for the first time, in this month's polling data, more consumers intend to use a mobile device than a PC (or laptop) to make the majority of their retail purchases, as seen in the graph below. All told, 35% of respondents intend to opt for digital purchases while 48% plan on taking the brick-and-mortar route.



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

■ More ■ About the same
■ Less ■ Not sure



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.