

The State of the US Consumer

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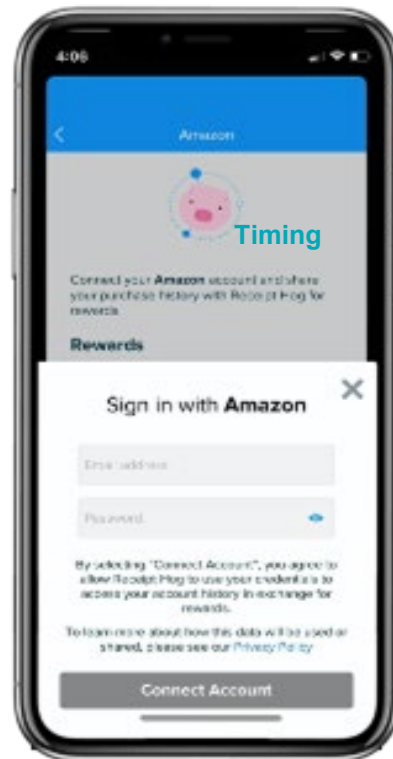


Through the Receipt Hog app, users share their purchase information and participate in surveys

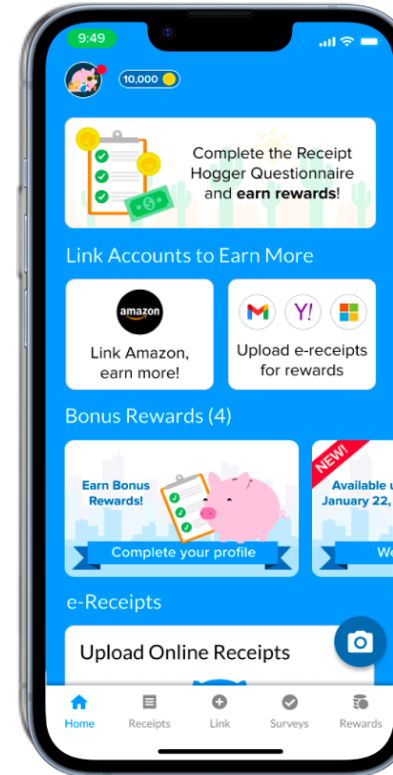
ONE SNAP PAPER
RECEIPT UPLOAD



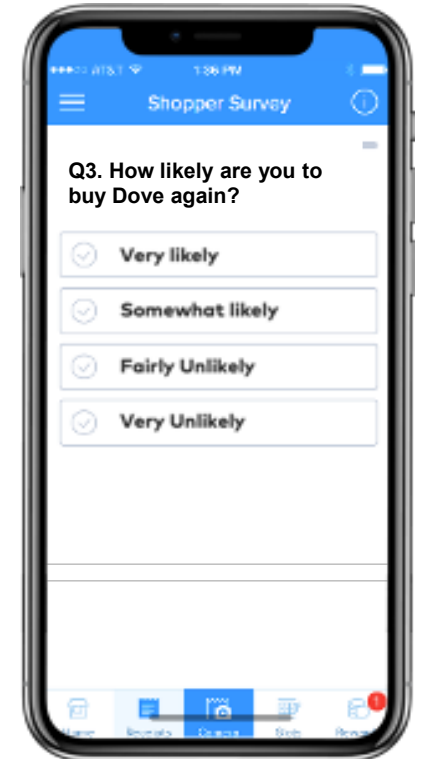
PASSIVE, PERMISSIONED
DIGITAL RECEIPT SHARING



GAMIFIED APP
MECHANICS



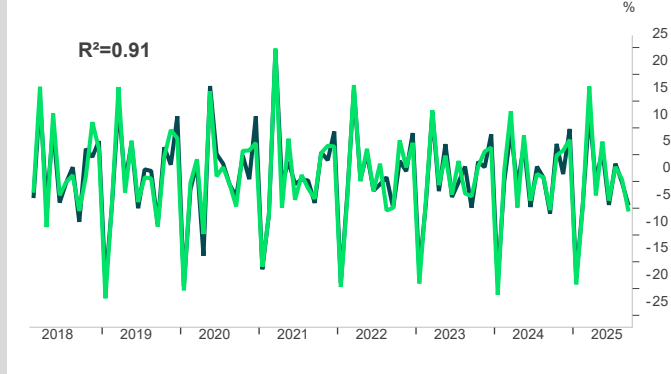
SURVEY
PANELISTS



Numerator retail spending data closely matches official US Census retail sales data

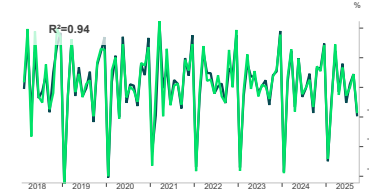
Month-over-month % change in Numerator and US Census measures of retail sales

Total Retail & Food Services Sales, ex Auto & Parts



— Numerator — US Census

General Merchandise Stores

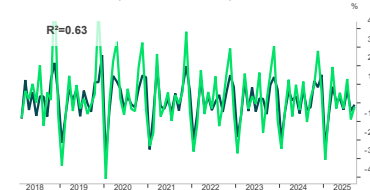


Food & Beverage Stores



The US Census publishes monthly retail sales estimates sourced from surveys of retail establishments. Numerator's data on retail spending sourced directly from consumers closely matches US Census retail sales.

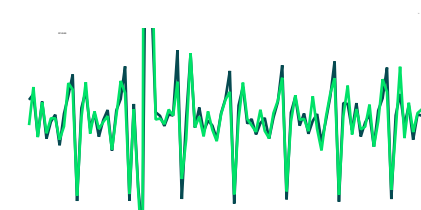
Nonstore Retailers (E-commerce)



Electronics & Appliance Stores



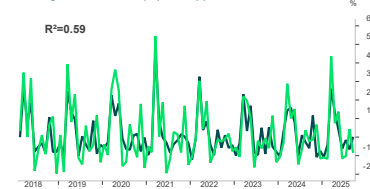
Food Services & Drinking Places



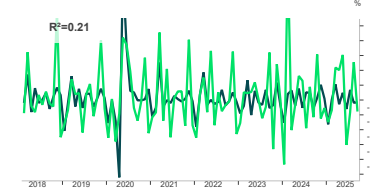
Sporting Goods, Hobby, Book & Music Inst. Stores



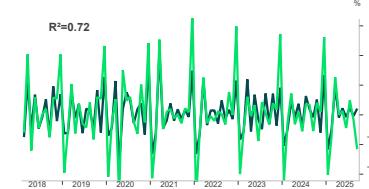
Building Mat., Garden Equip. & Supplies Dealers



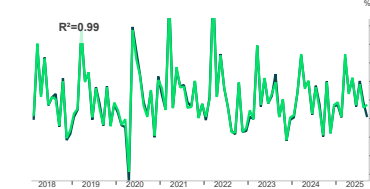
Furniture & Home Furnishings Stores



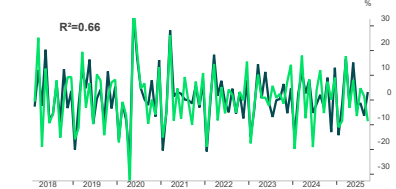
Health & Personal Care Stores



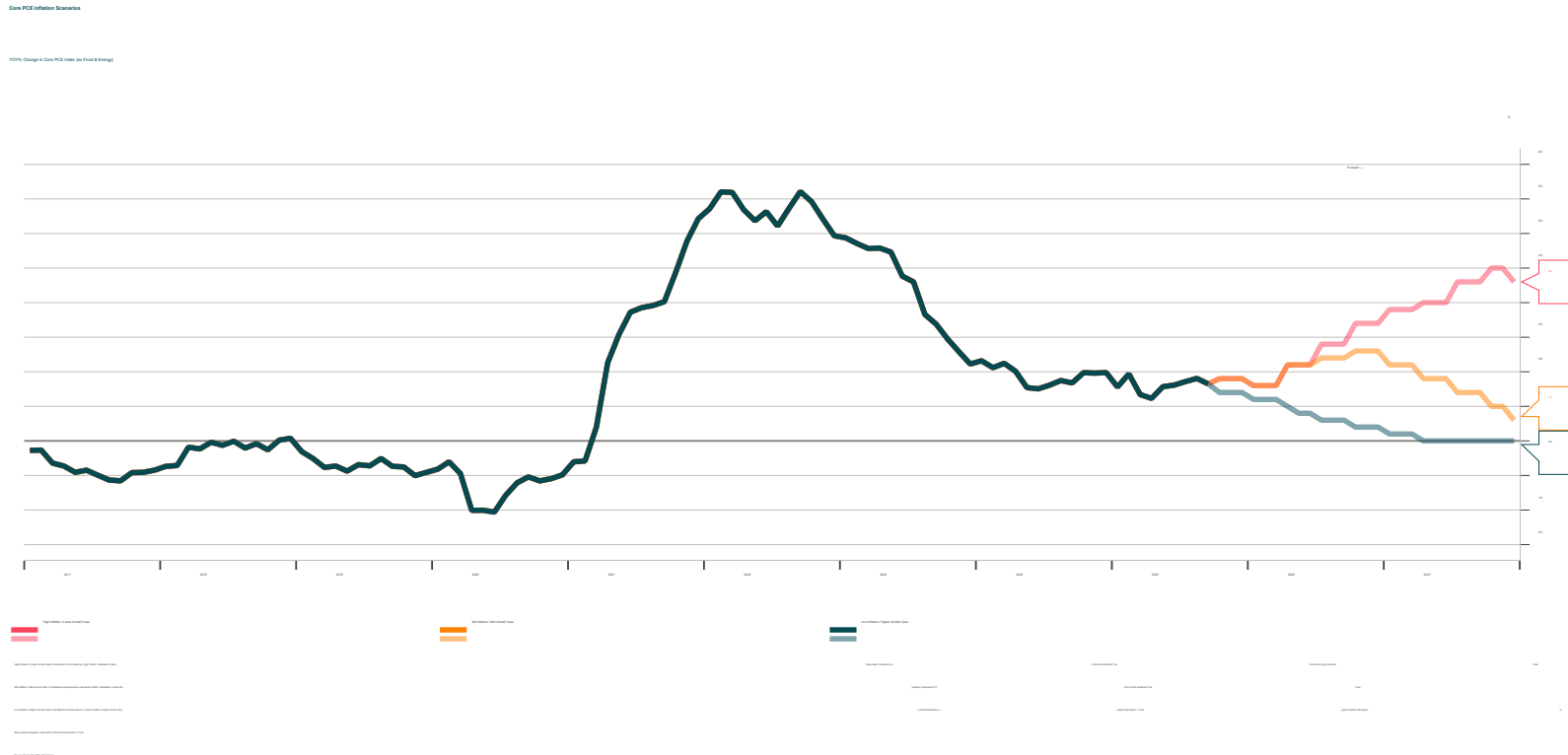
Gasoline Stations



Miscellaneous Store Retailers



Inflation scenarios: what policies will the US implement over the next year?



High Inflation / Lower Growth Case:

- Federal Reserve loses independence
- Across-the-board tariffs
- Retaliation from other countries
- Large-scale deportations
- Extension of the Tax Cuts and Jobs Act (TCJA)
- Additional tax cuts
- Higher fiscal deficits

Mid Inflation / Mid Growth Case:

- Fed retains its independence and credibility
- Moderate tariffs
- Some deportations
- Extension of the TCJA

Low Inflation / Higher Growth Case:

- Fed retains its independence and credibility
- Limited and targeted tariffs, phased-in slowly
- Reforms to immigration maintain a sufficient inflow of workers to prevent labor shortages in key sectors
- Some components of the TCJA are extended but fiscal deficits are lower than in the mid and high case

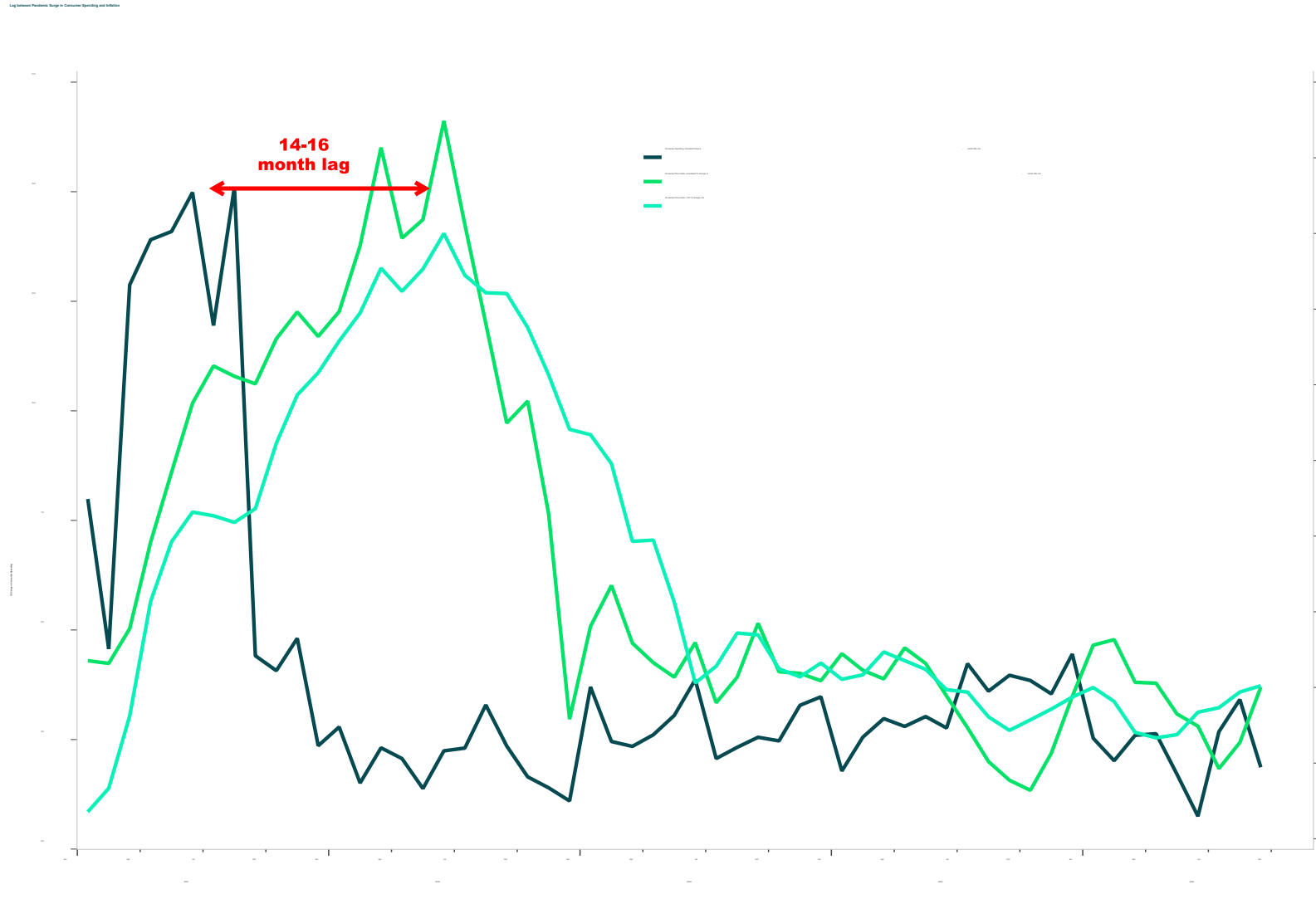
But why aren't we seeing higher inflation yet?

1. Contracts with retailers
2. Contracts with suppliers / hedging
3. “One bite at the apple”

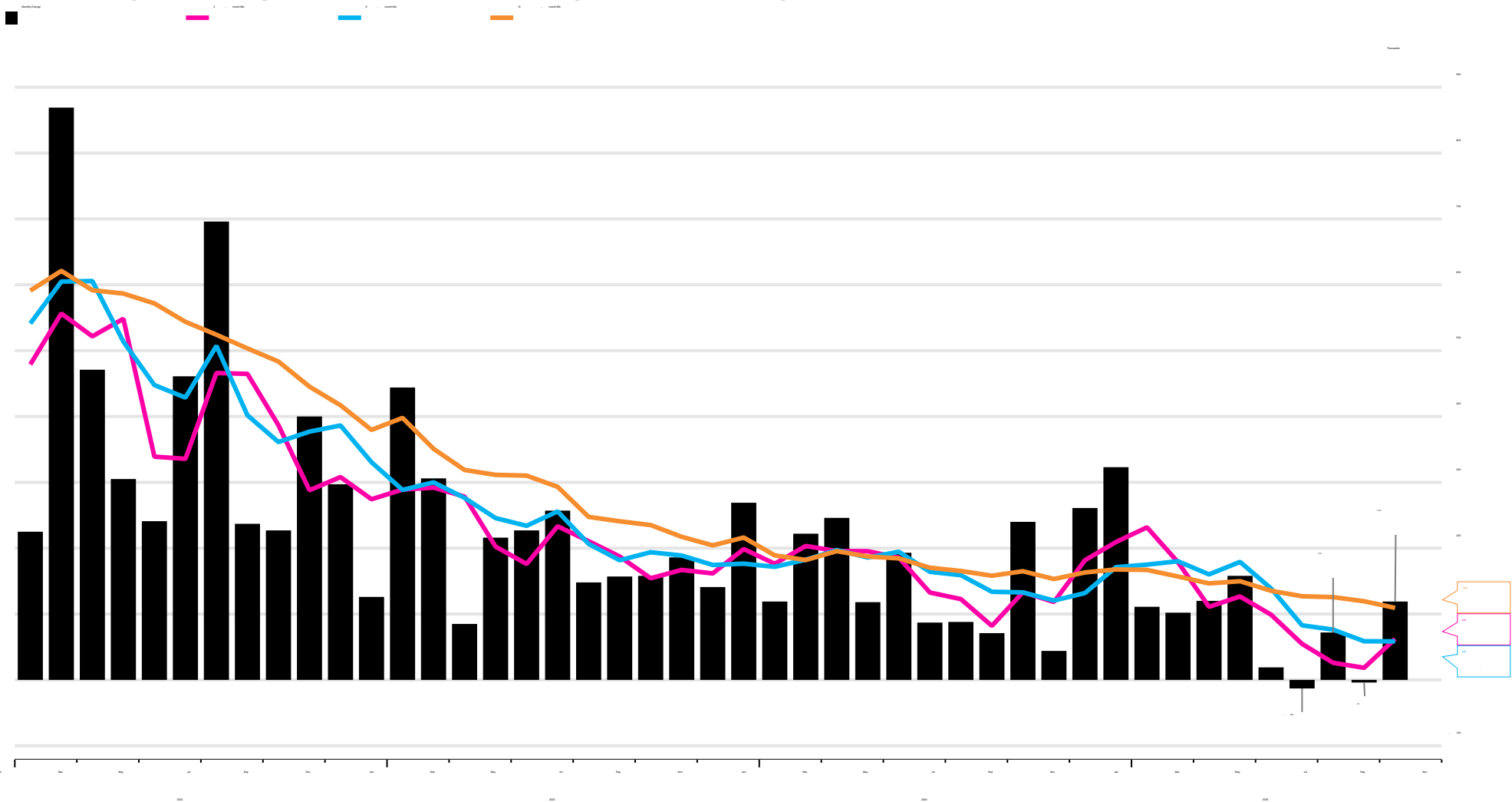
We expect inflation to start picking up during these next six months

The consumer is under more stress right now – that will limit their acceptance of higher prices

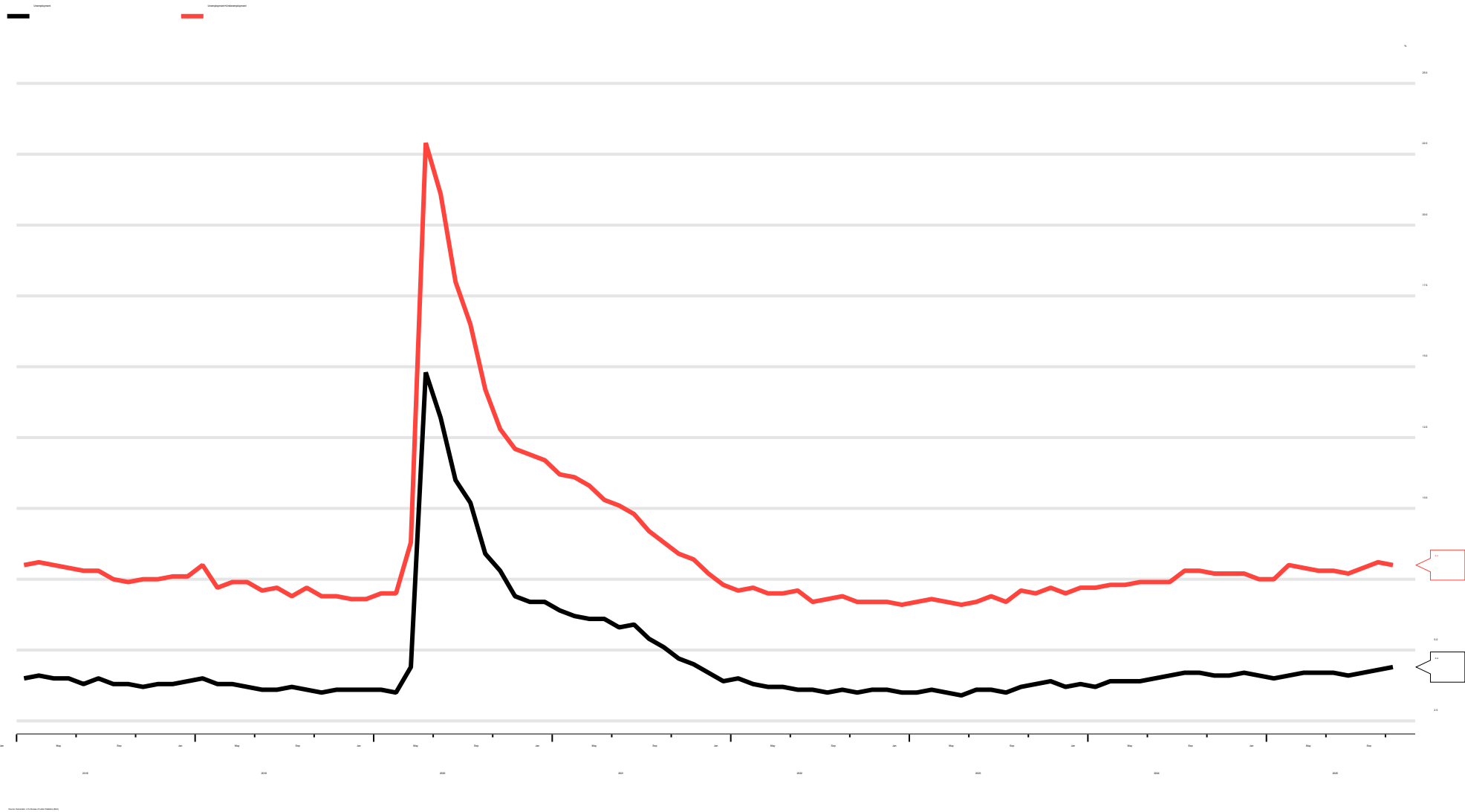
With pandemic inflation, ~14-16-month lag between surge in consumer demand associated with mass vaccinations (March '21) and peak inflation (June '22)



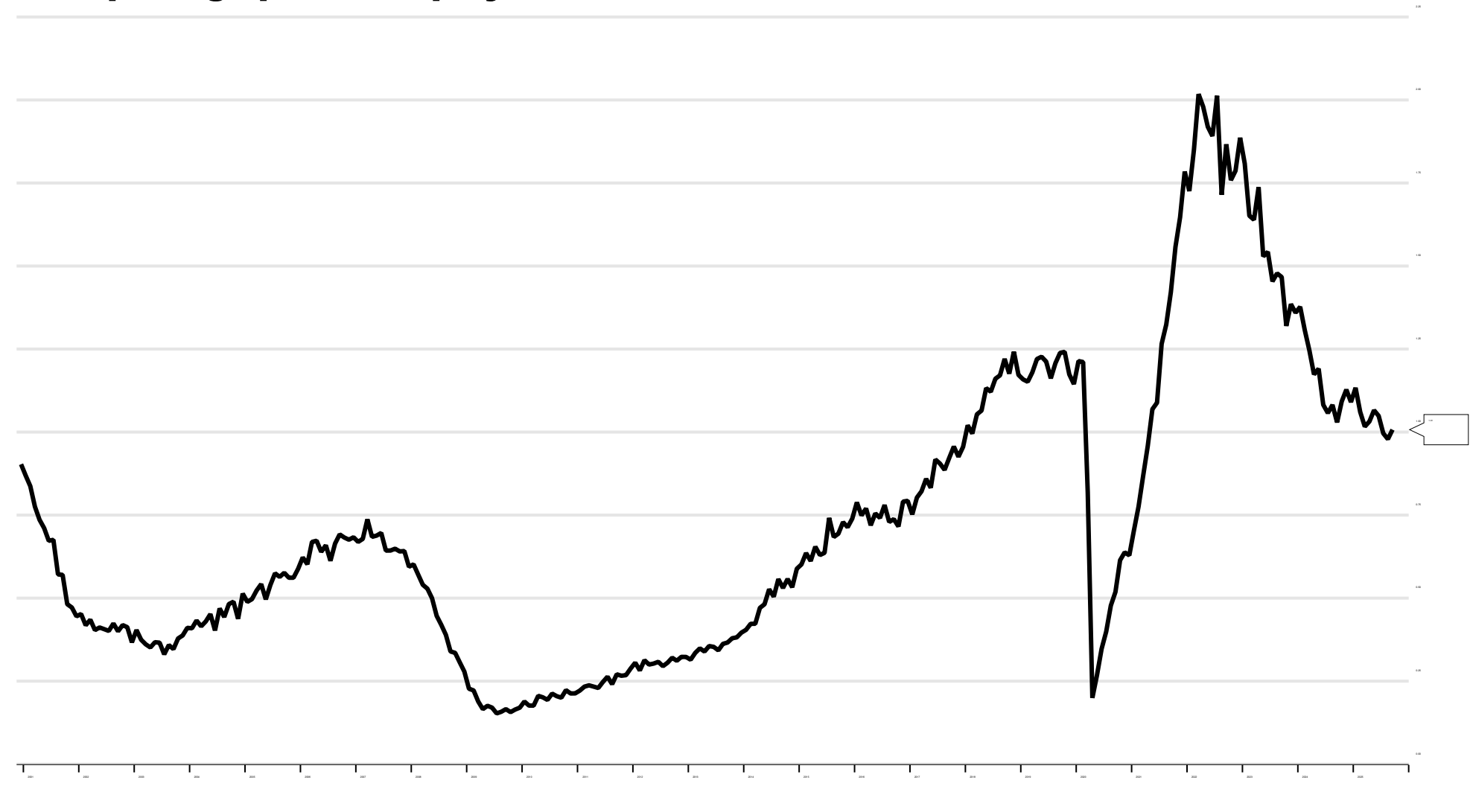
Monthly Change in Nonfarm Payroll Employment



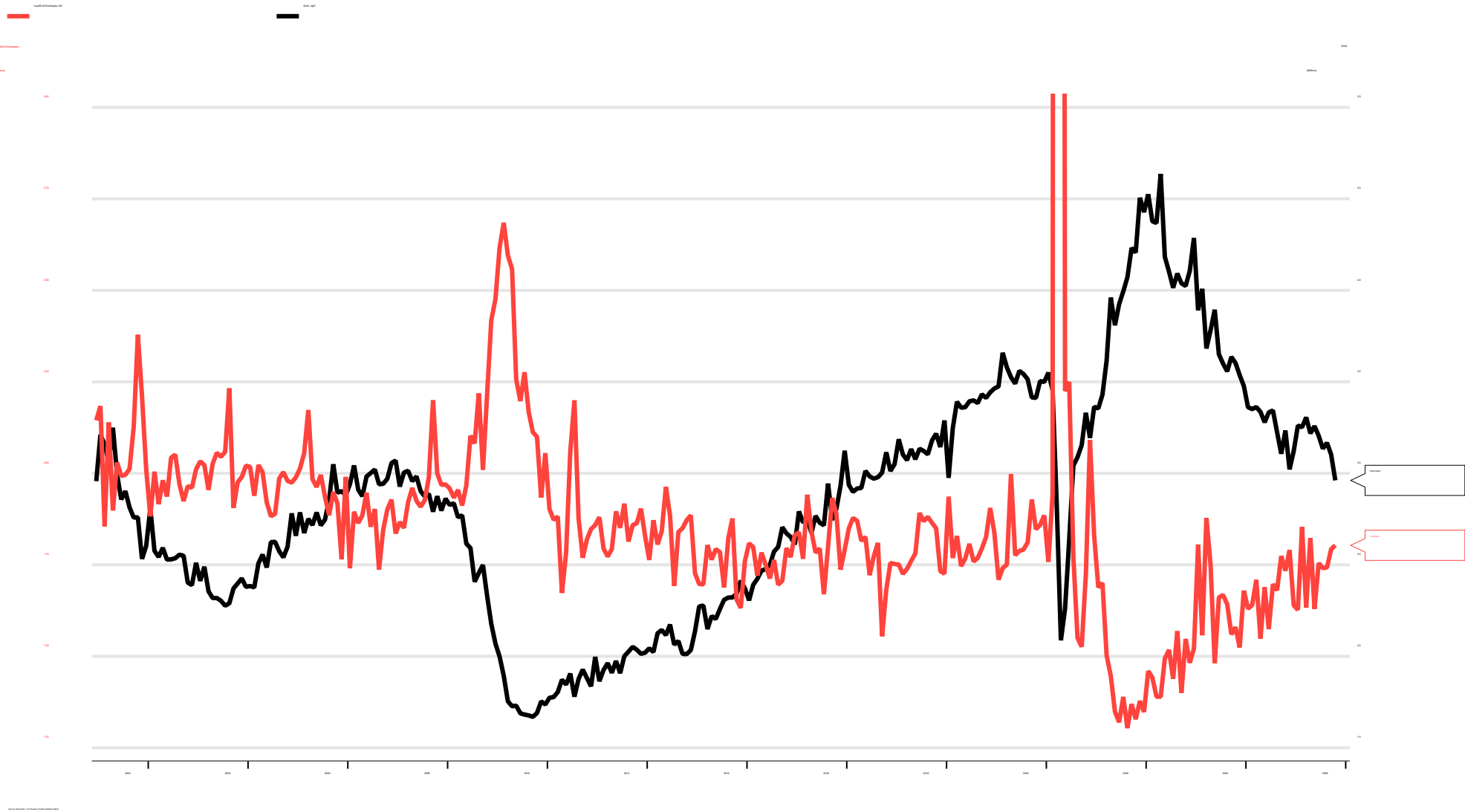
US Unemployment Rate



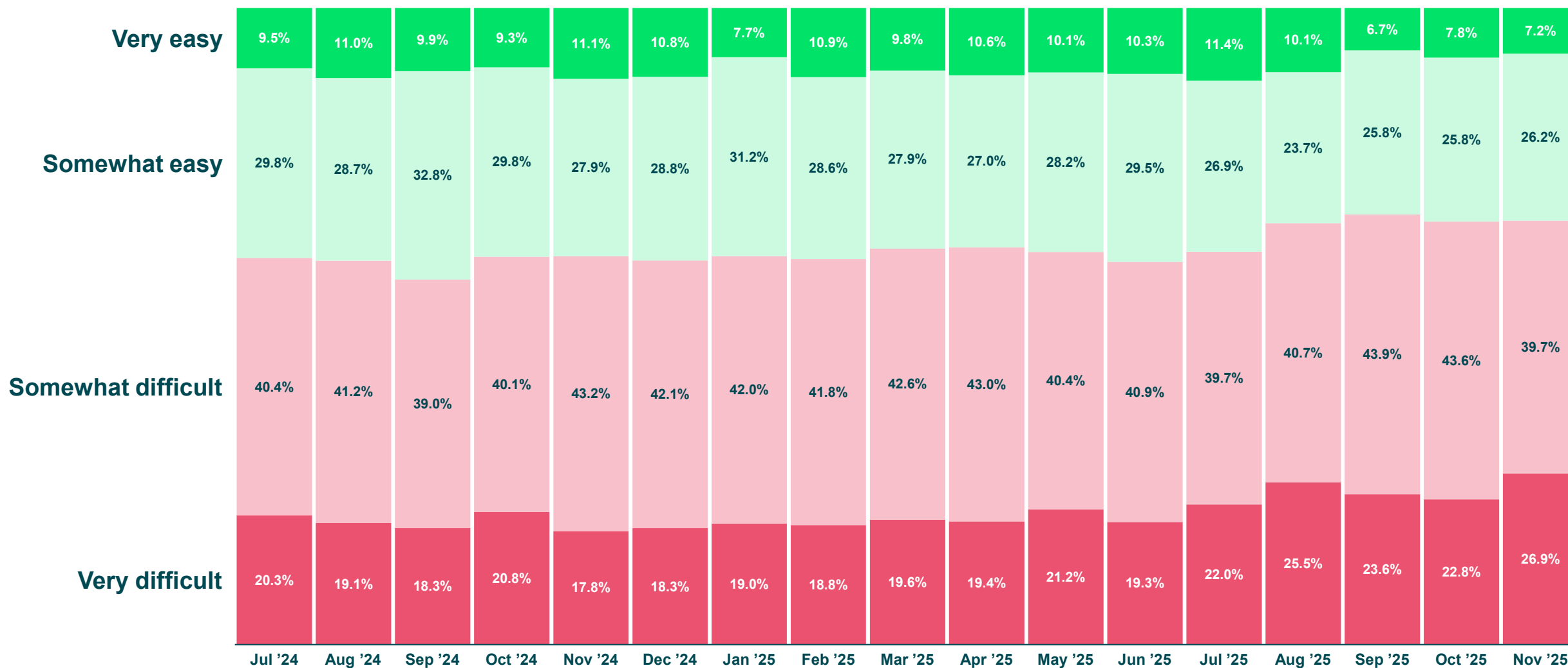
Job Openings per Unemployed Worker



Layoffs aren't high; fewer people are quitting jobs



“If you or someone in your household were to lose a job they wanted to keep, how easy or difficult do you think it would be to find another job that paid about the same or better?”

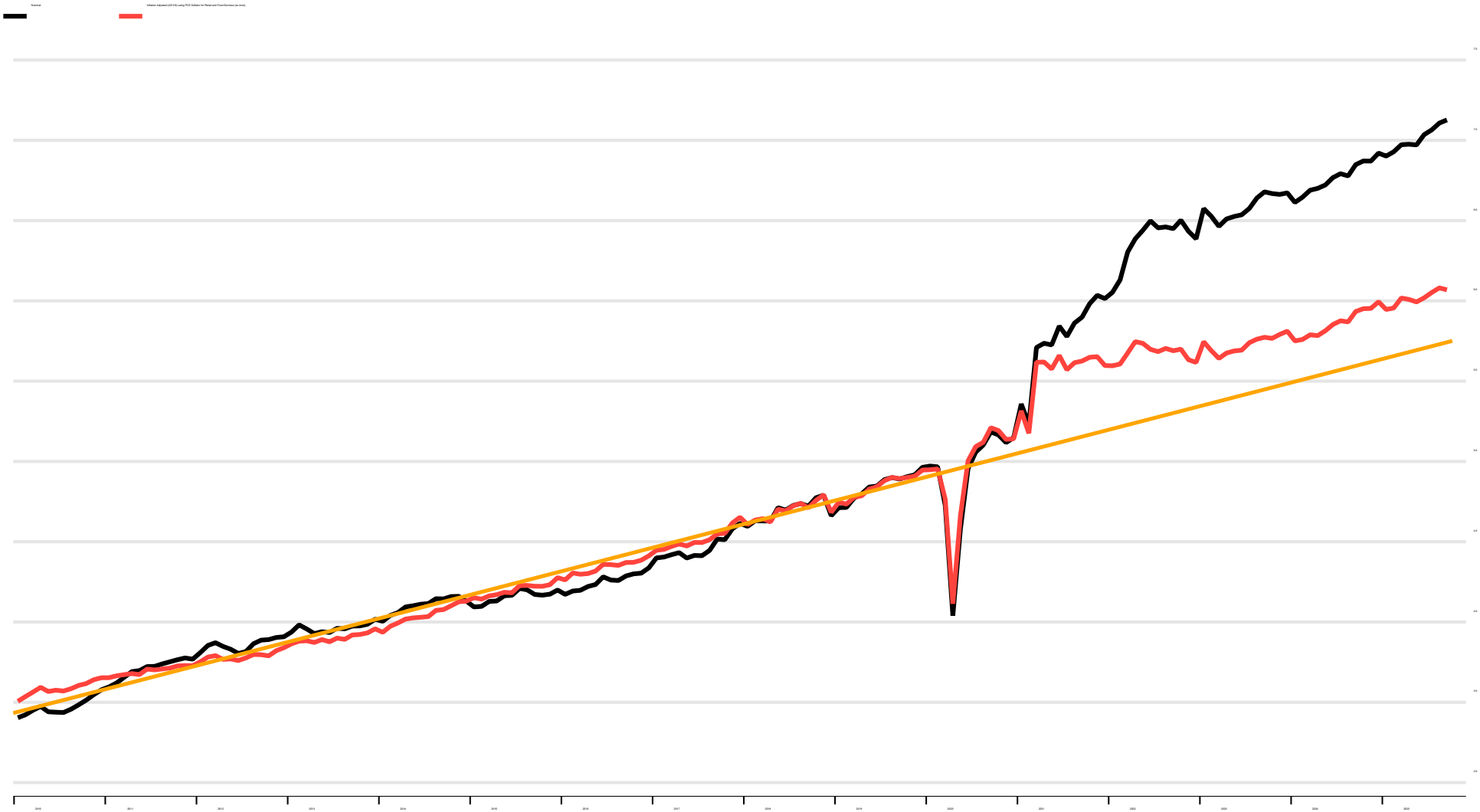


Source: Numerator Monthly Economic Sentiment Survey - November 2025 (Nov. 6th - 12th)

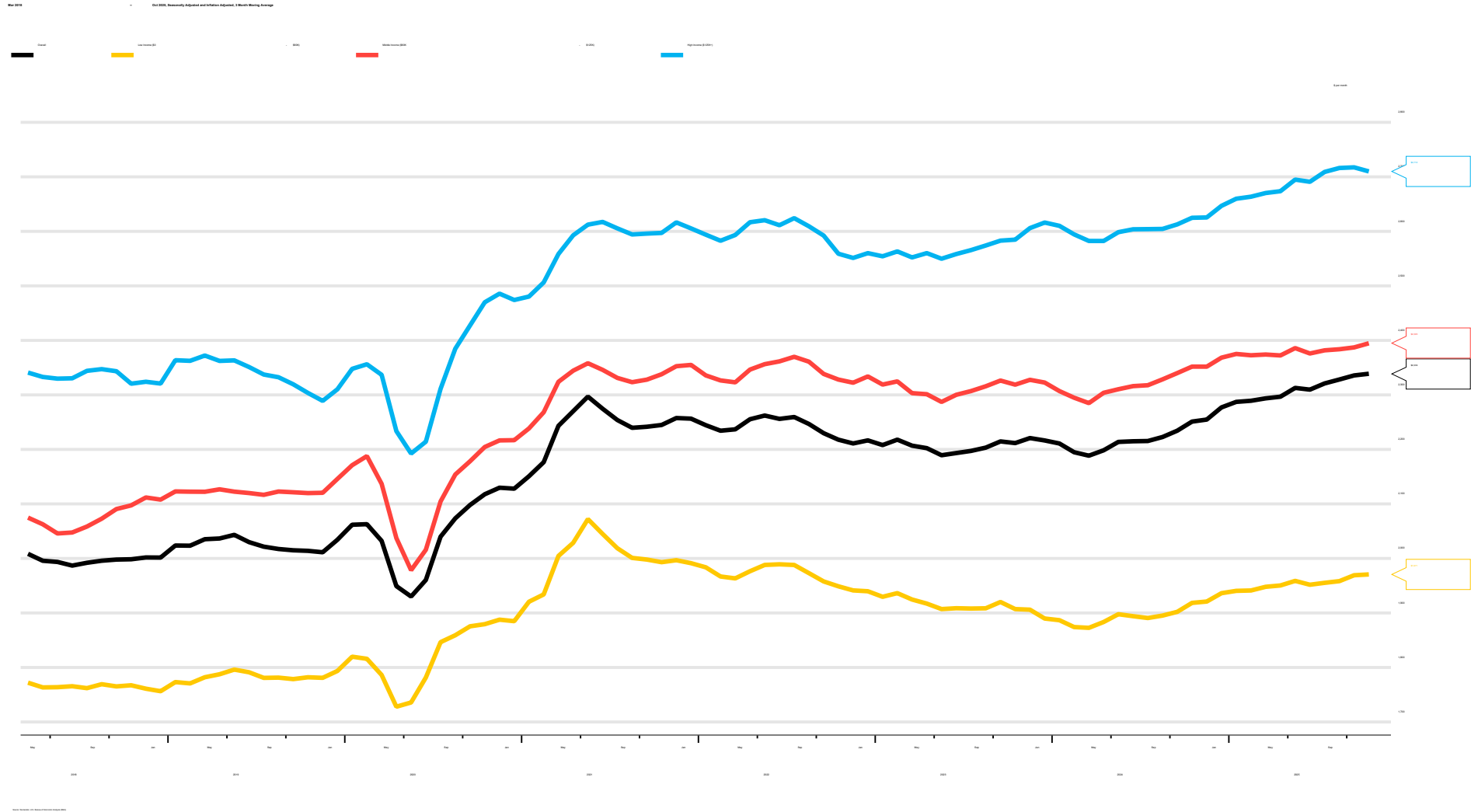
Jul '24 (N = 2151); Aug '24 (N = 2047); Sep '24 (N = 2184); Oct '24 (N = 2175); Nov '24 (N = 2193); Dec '24 (N = 2084);

Jan '25 (N = 2019); Feb '25 (N = 2183); Mar '25 (N = 2020); Apr '25 (N = 2000); May '25 (N = 1965); Jun '25 (N = 2056); Jul '25 (N = 2135); Aug '25 (N = 2148); Sep '25 (N = 2019); Oct '25 (N = 1983); Nov '25 (N = 2045)

Retail and Food Services (ex Auto), Annual Rate

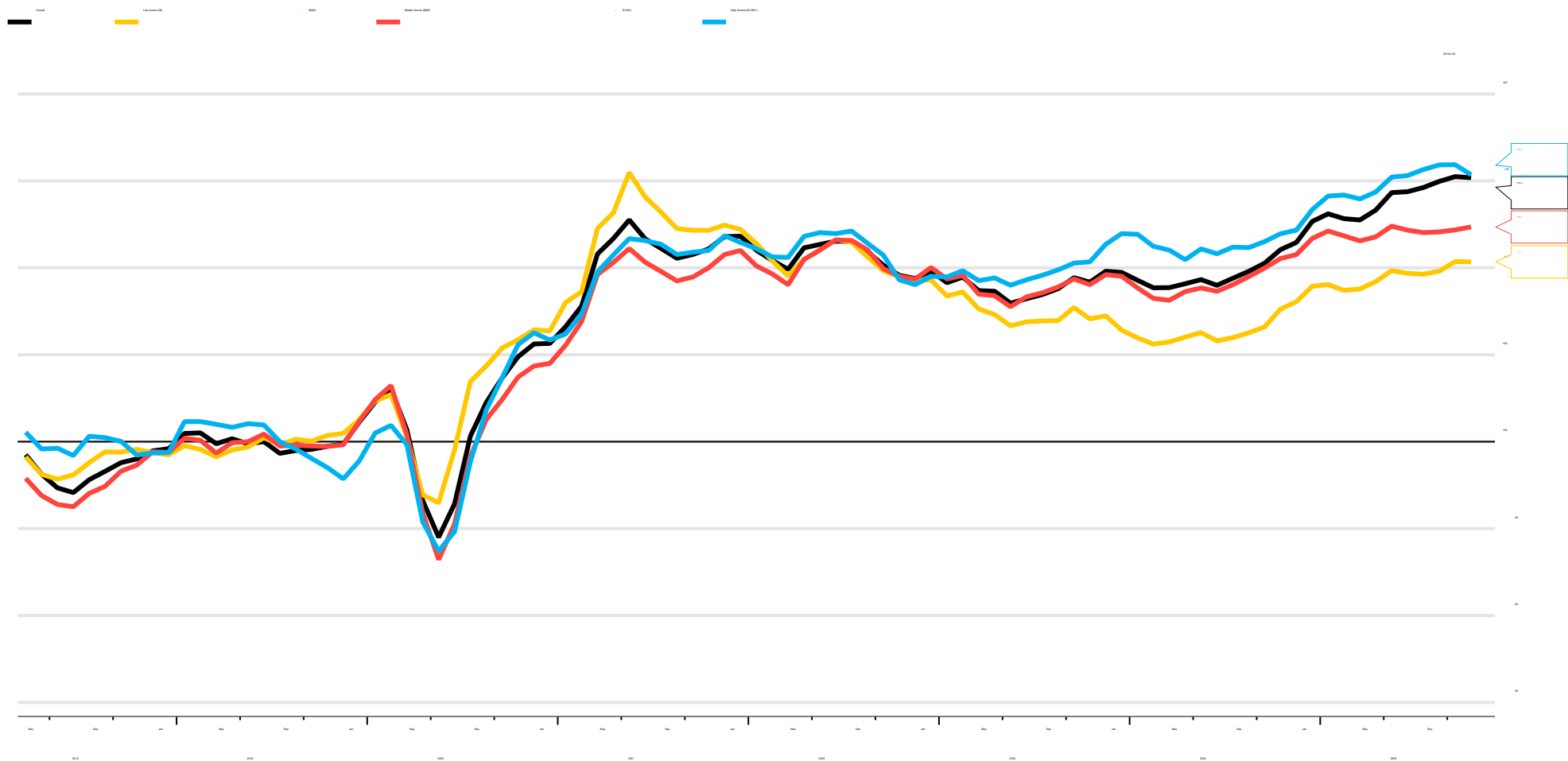


Average retail spending decomposed by household income

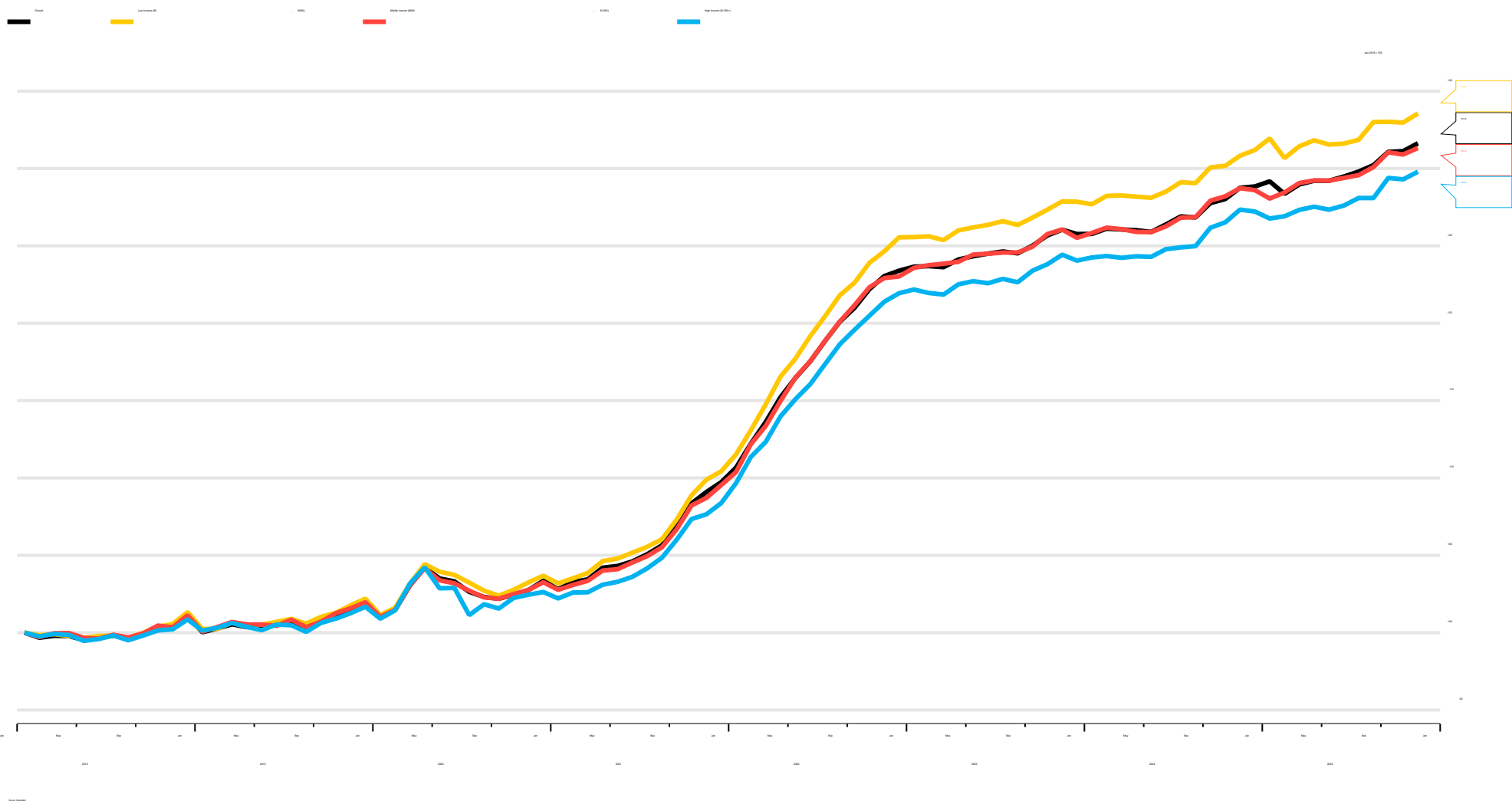


Mar 2018 = Oct 2026, Seasonally Adjusted and Inflation Adjusted using PCE Price Index

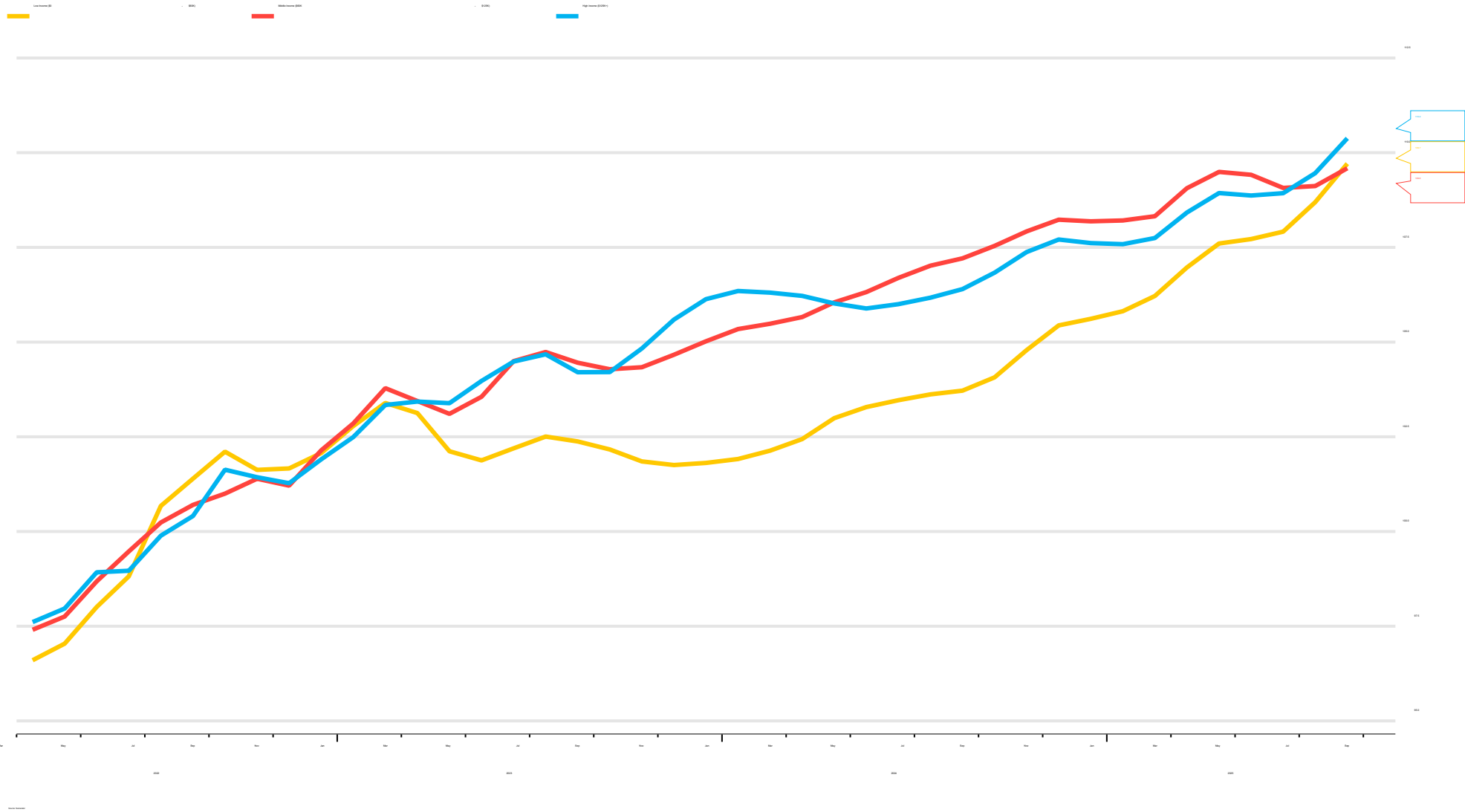
2 Month Moving Average



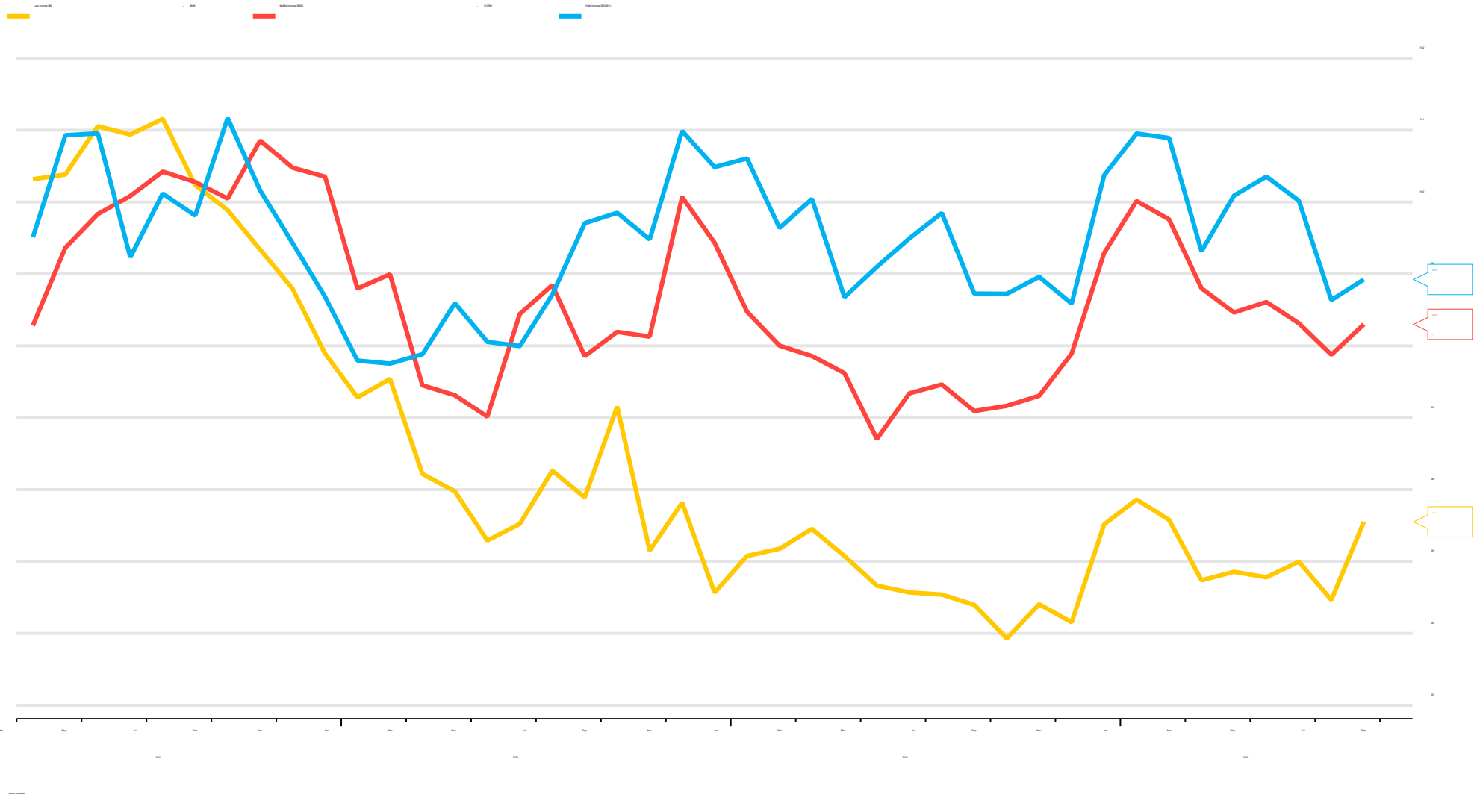
Low income consumers have experienced higher inflation that high income consumers



Grocery Spend, Nominal, SA, 3-Month MA, 2022=100

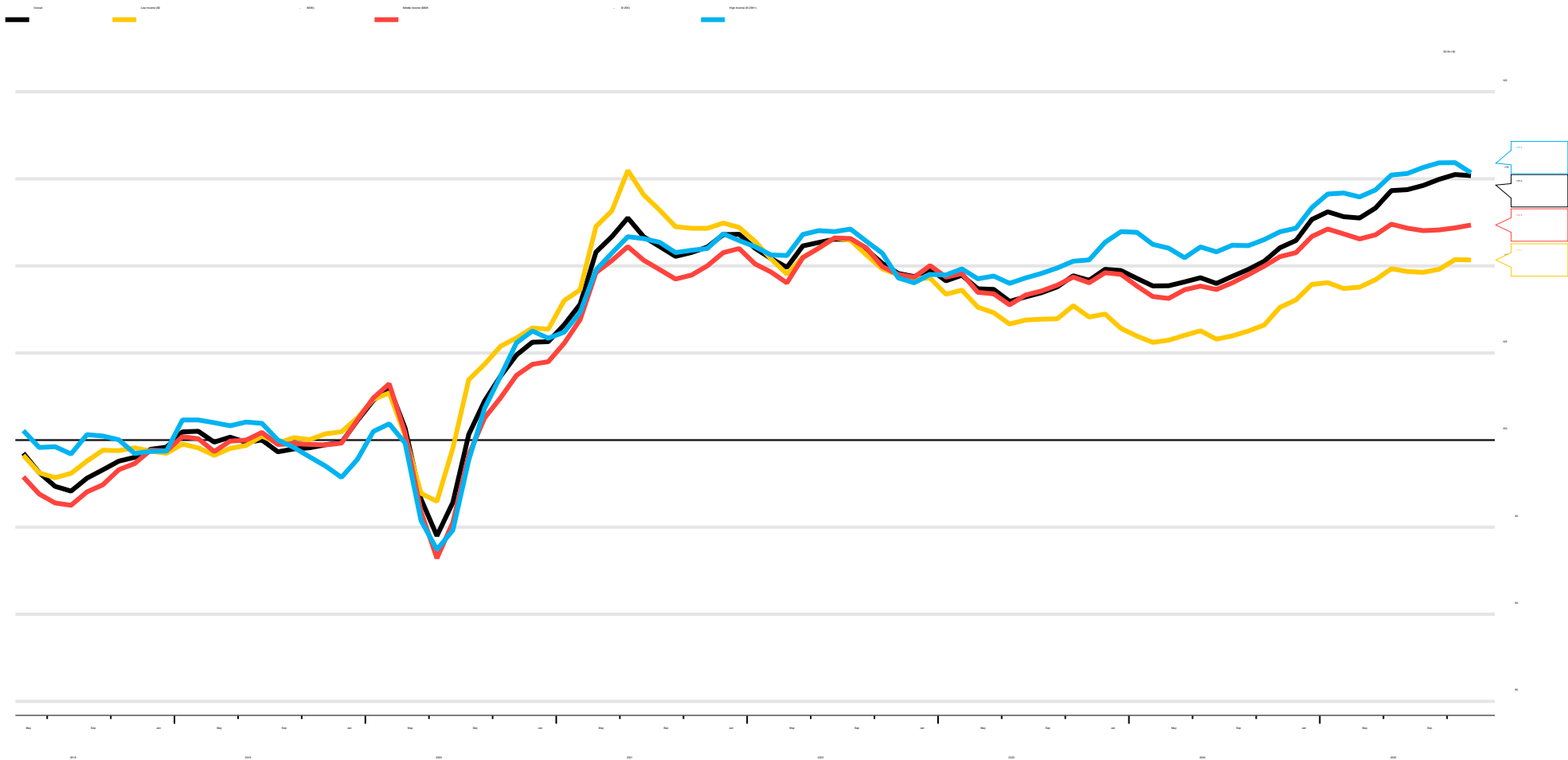


Gen Merch Spend, Nominal, SA, 3-Month MA, 2022=100

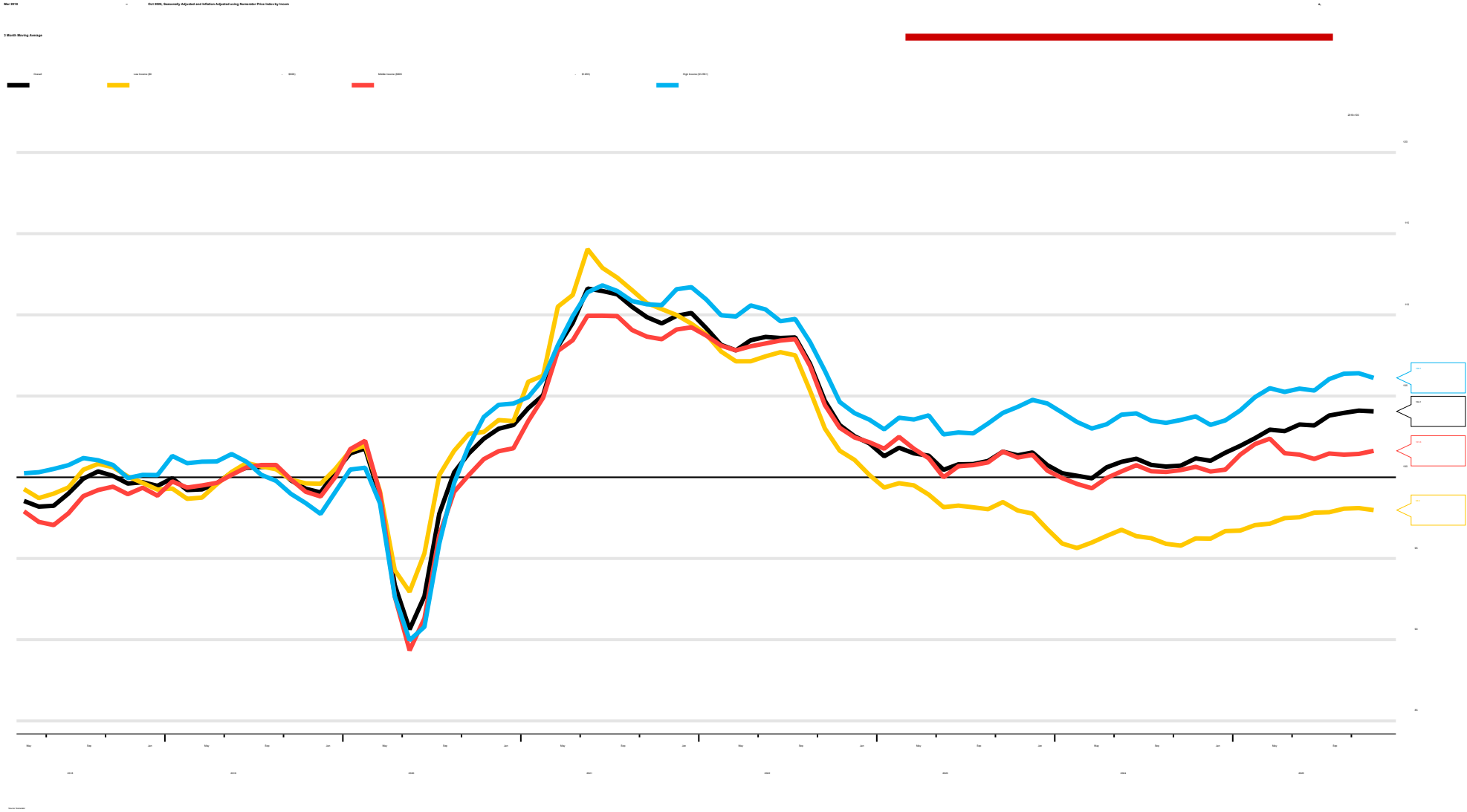


Mar 2018 = Oct 2020, Seasonally Adjusted and Inflation Adjusted using PCE Price Index.

2 Month Moving Average



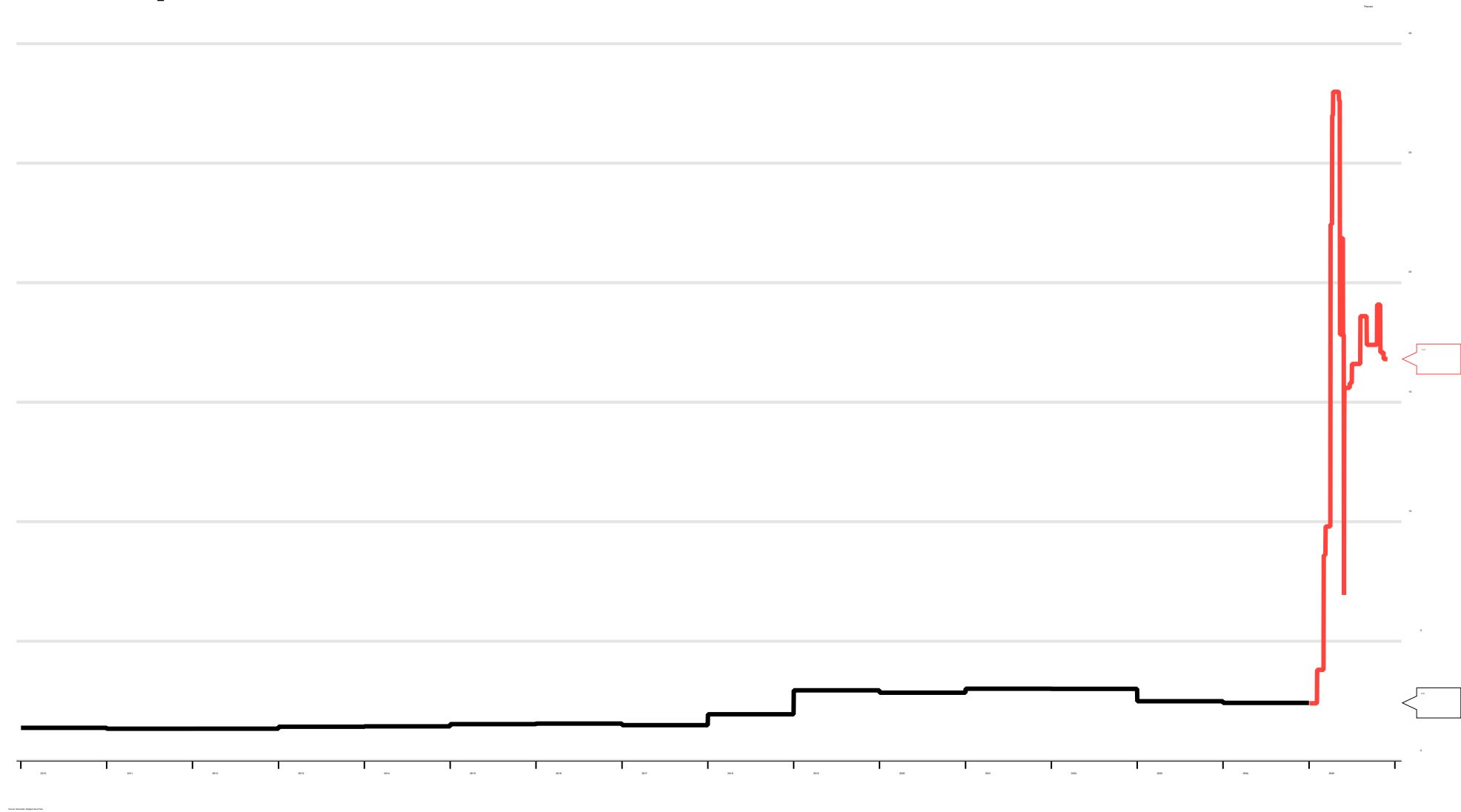
Average retail spending decomposed by household income



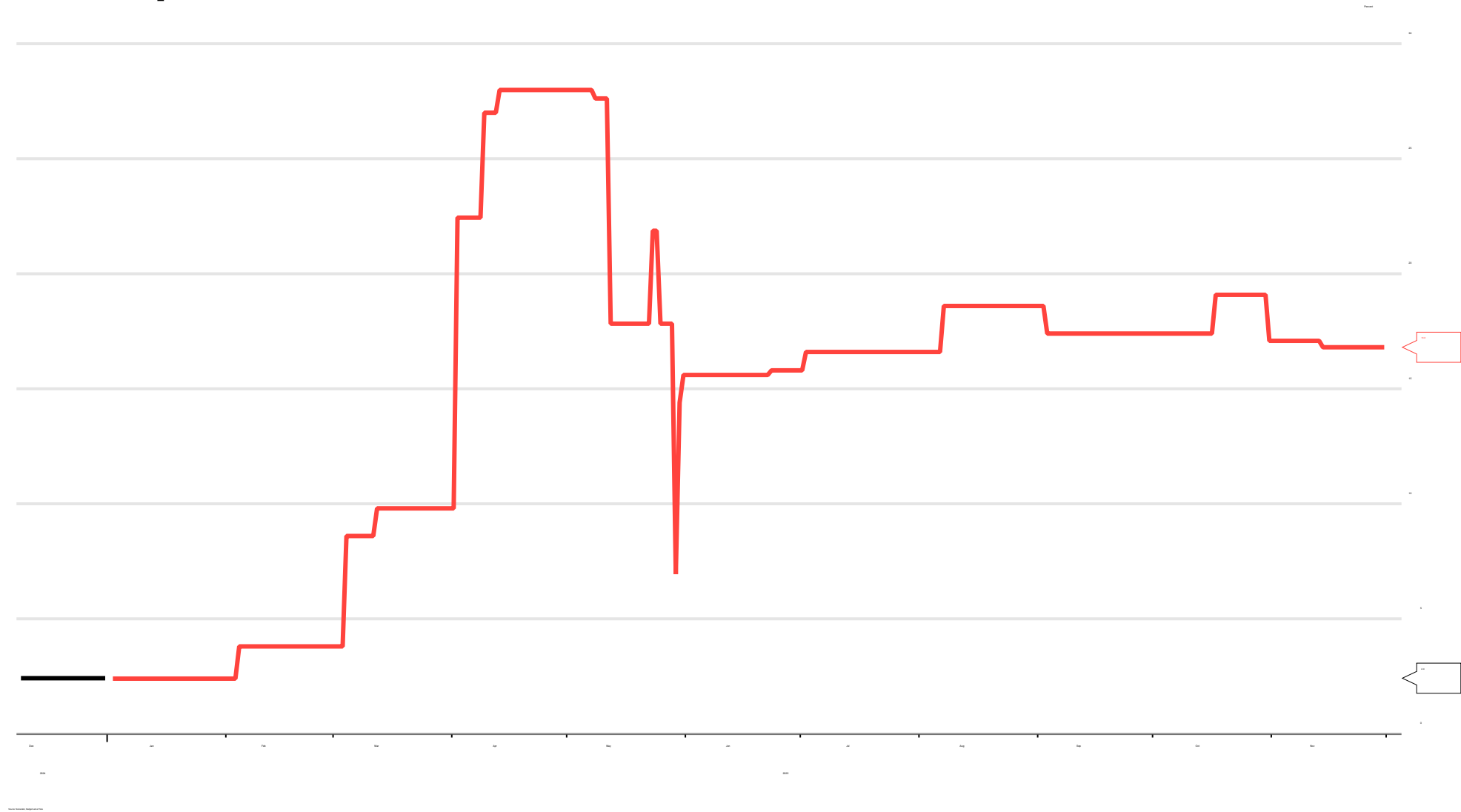


Tariffs

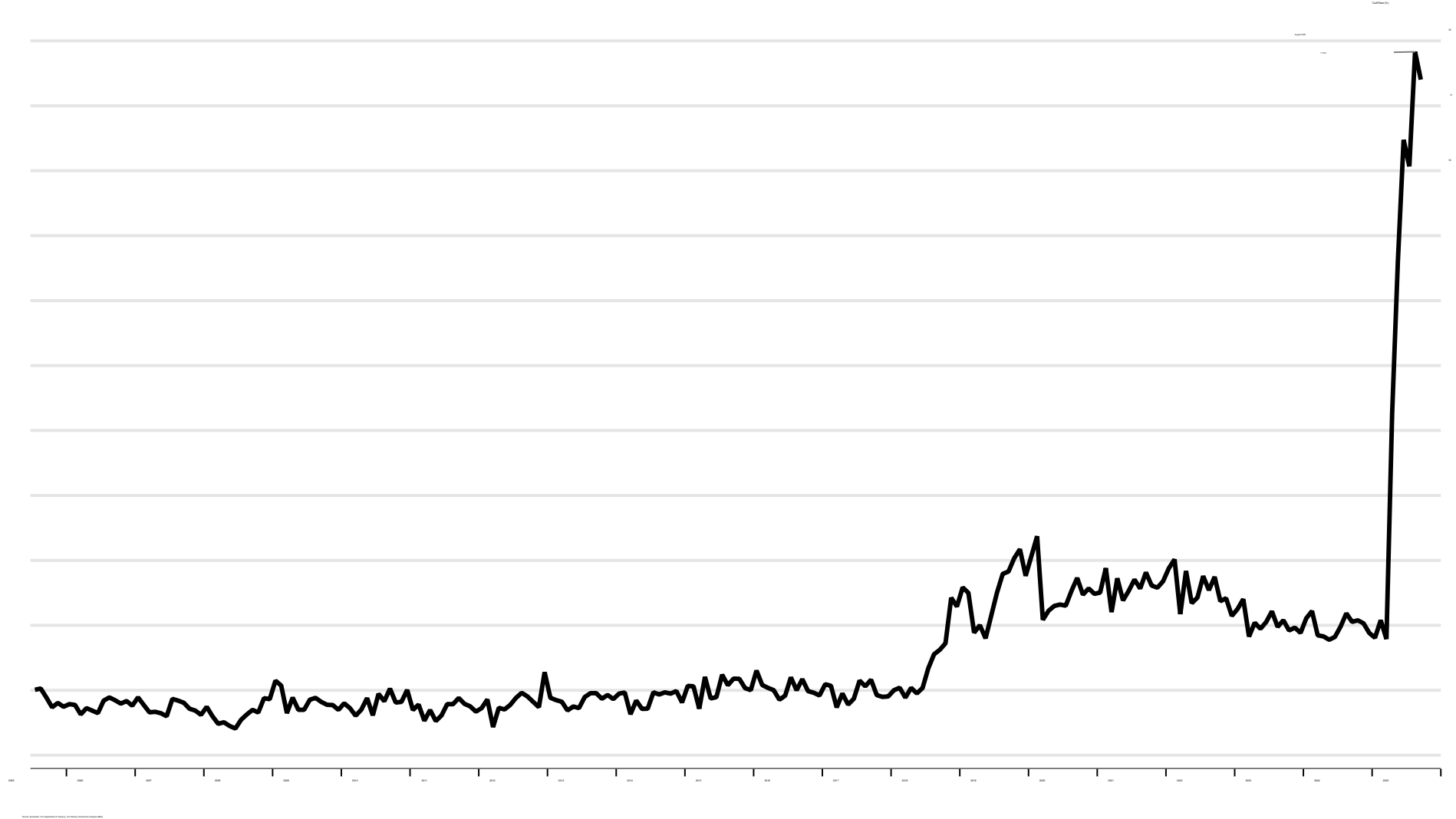
Tariff implementation has been chaotic



Tariff implementation has been chaotic

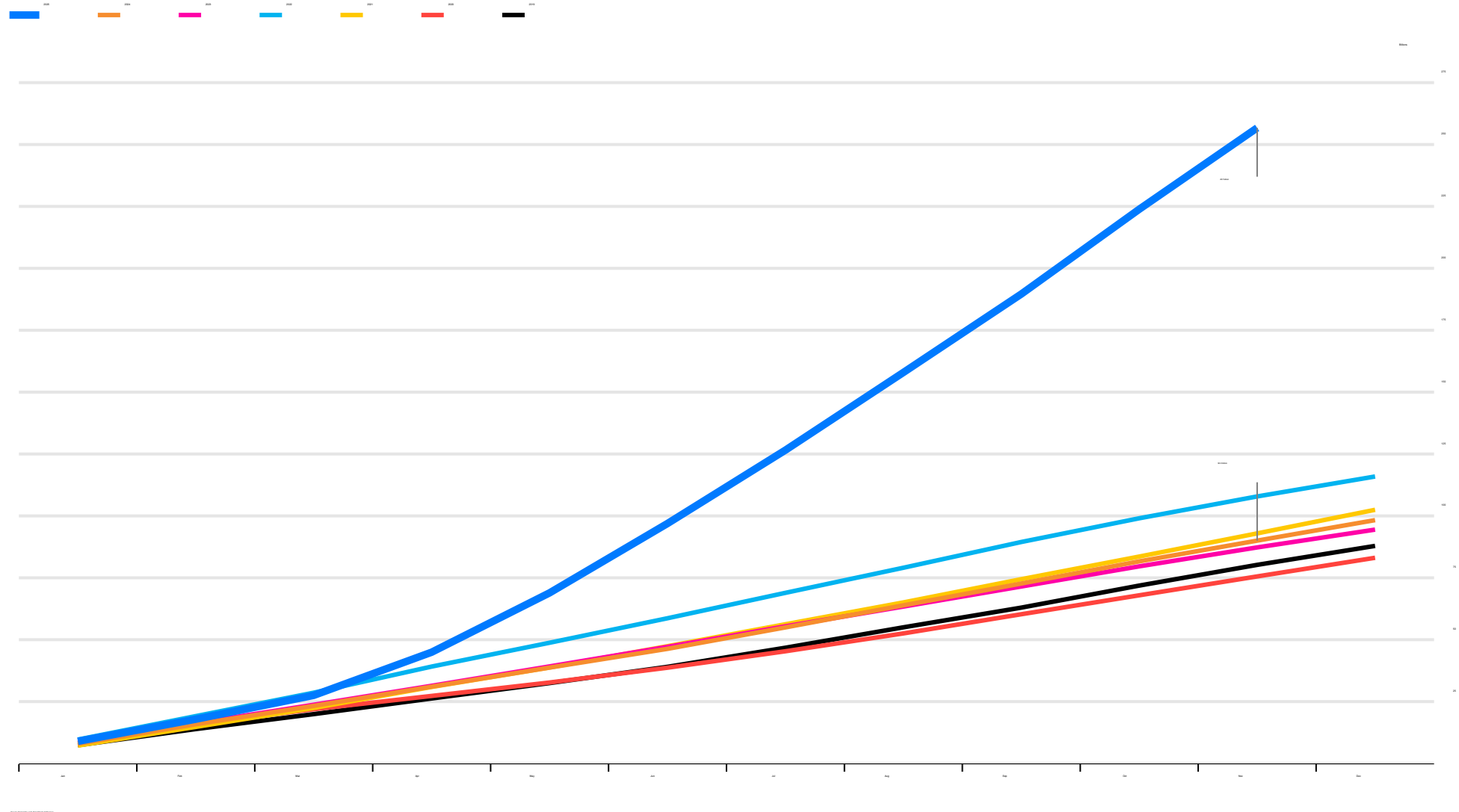


But really, what are tariffs right now?



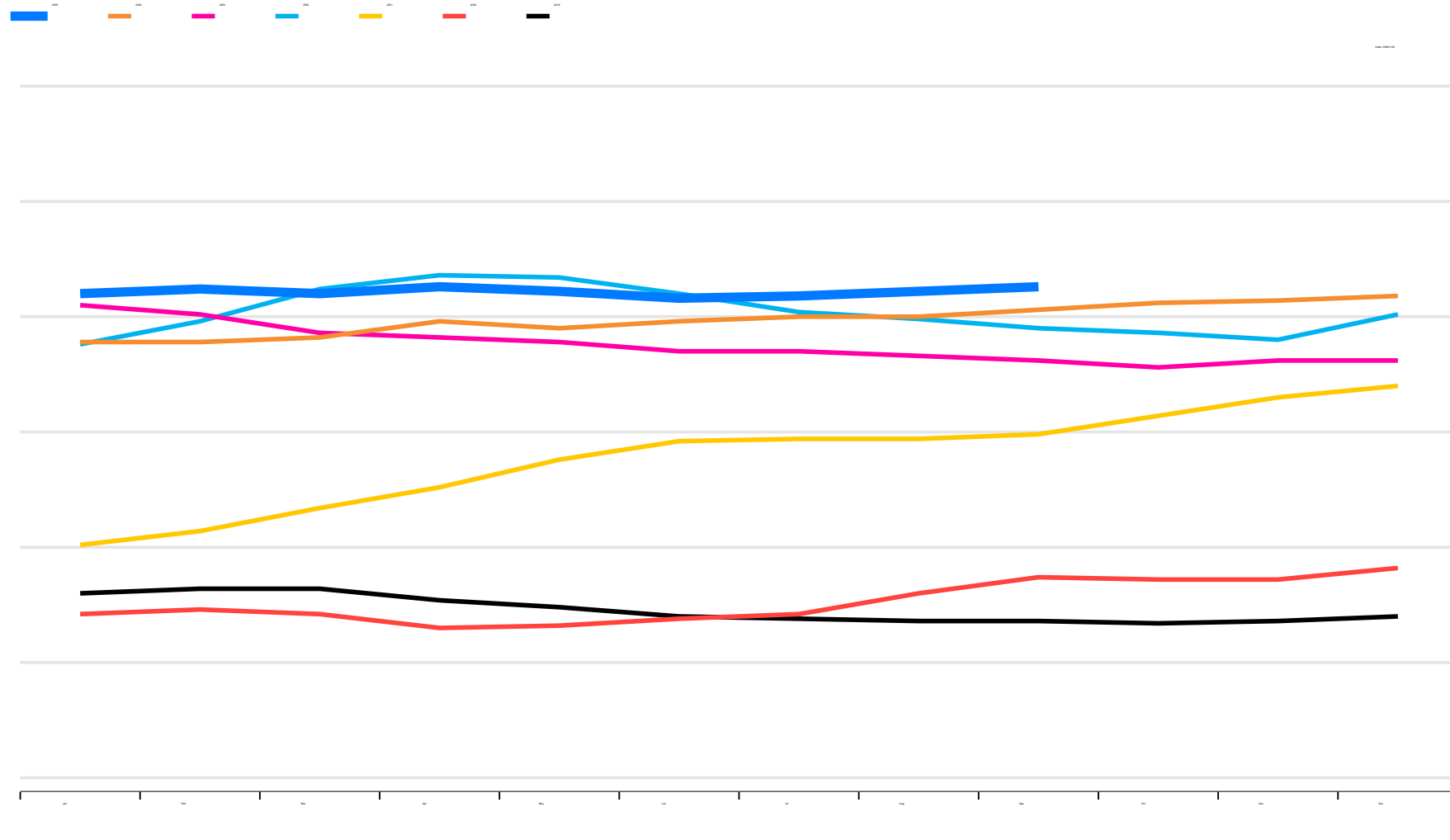
Tariff payments are already much higher than this time last year

Tariff revenue collected so far this year



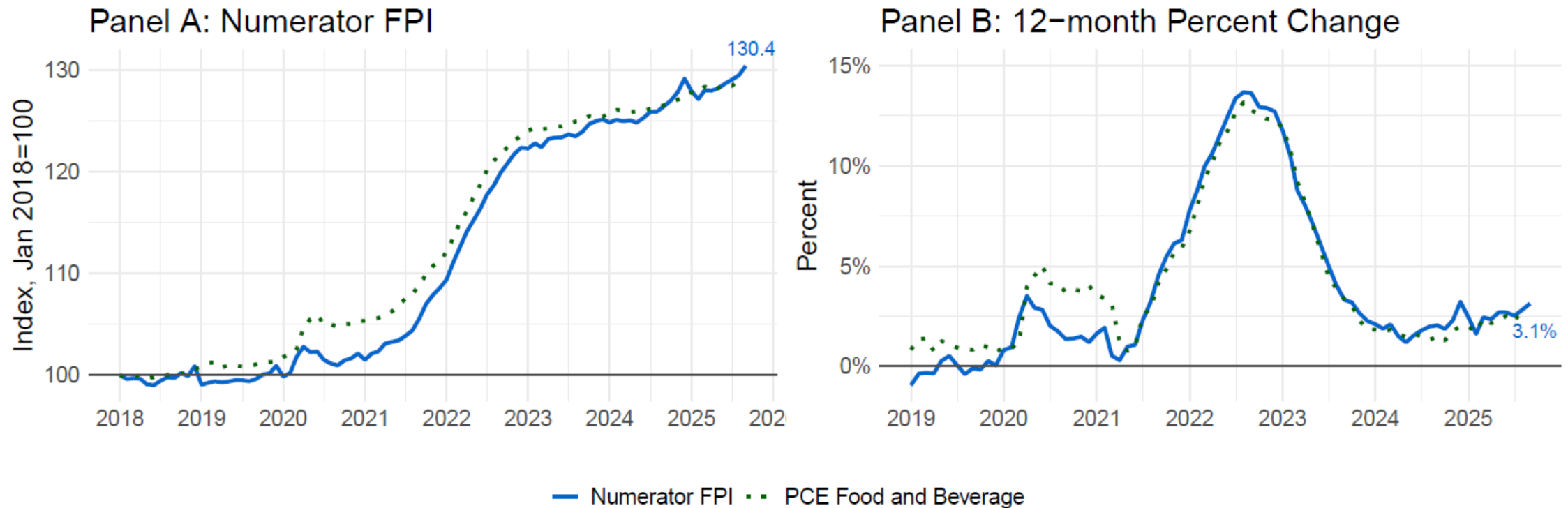
Import prices paid (pre-tariffs) haven't really changed; other countries are not cutting their prices in response to tariffs

Import Prices Paid by US Importers



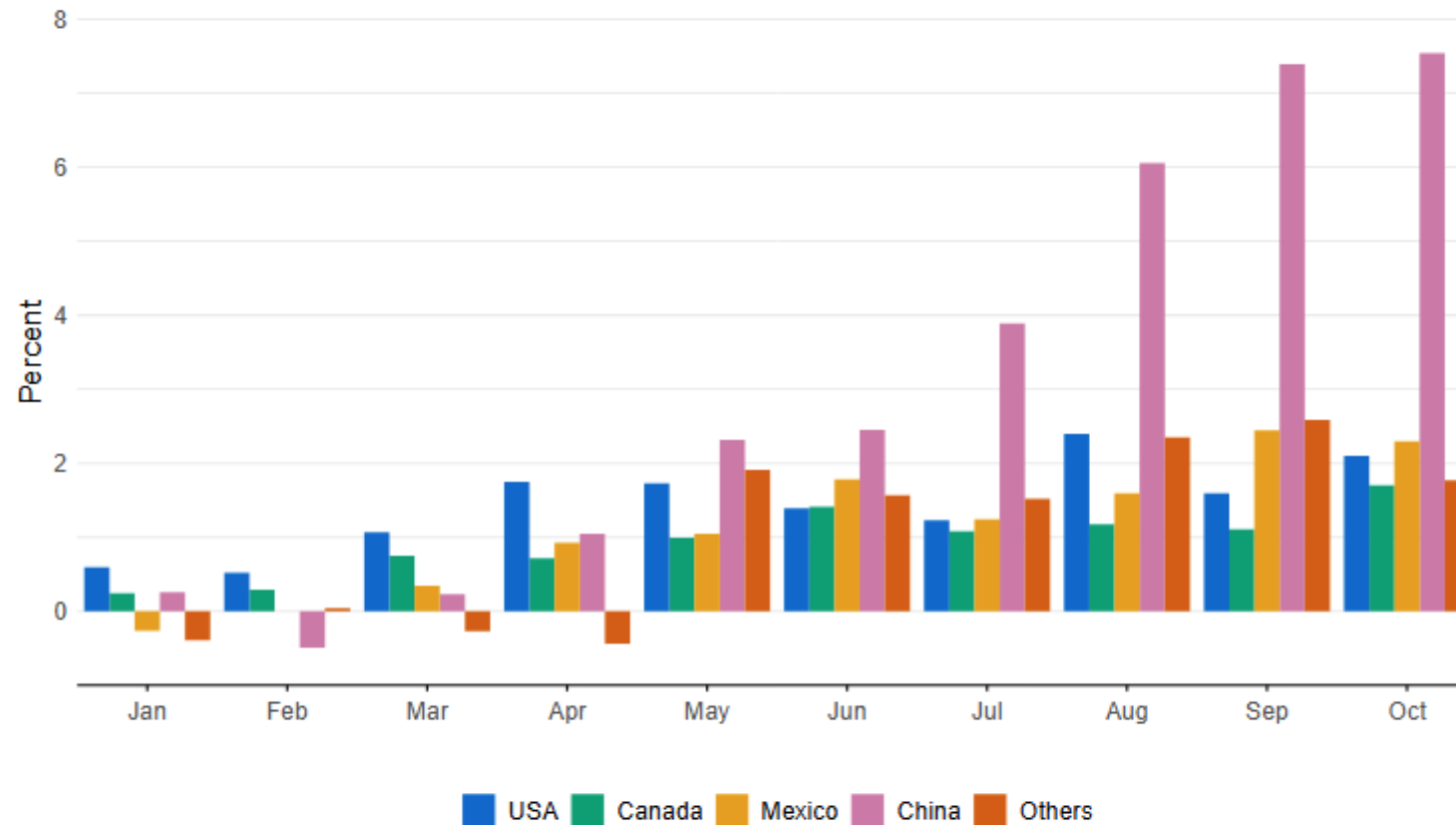
Tariffs are starting to show up in Numerator price data

FIGURE 2: Numerator Fisher Price Index constructed using product quantities and prices versus the PCE for food and beverages



Tariffs are starting to show up in Numerator price data

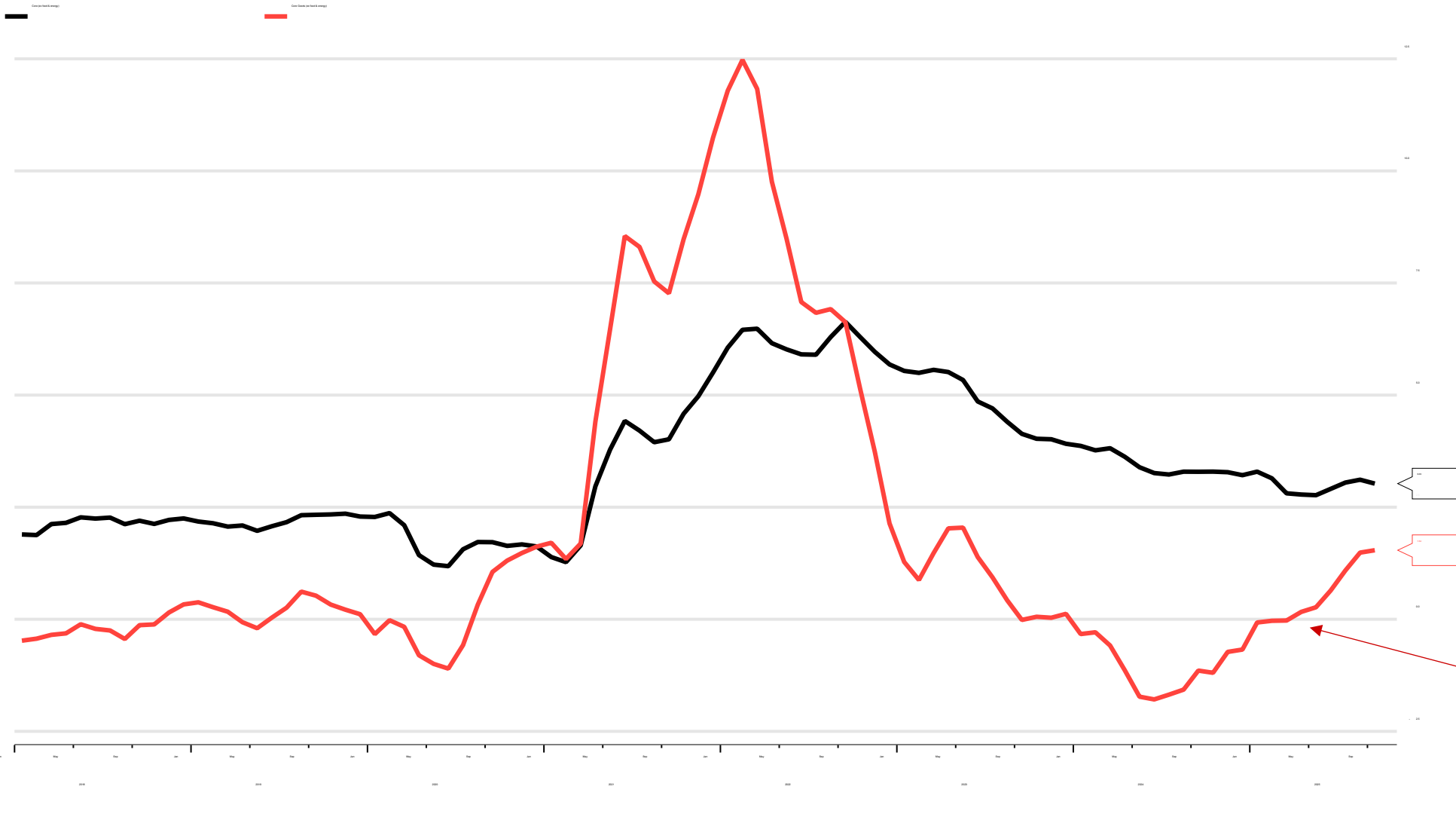
FIGURE 4: Price changes in 2025 by country of origin



Note: 12-month percent changes in the country-specific Numerator Fisher Price Indices for January through October 2025. The bars are shown in the following order for each month: USA in blue, Canada in green, Mexico in yellow, China in pink, Others in orange.

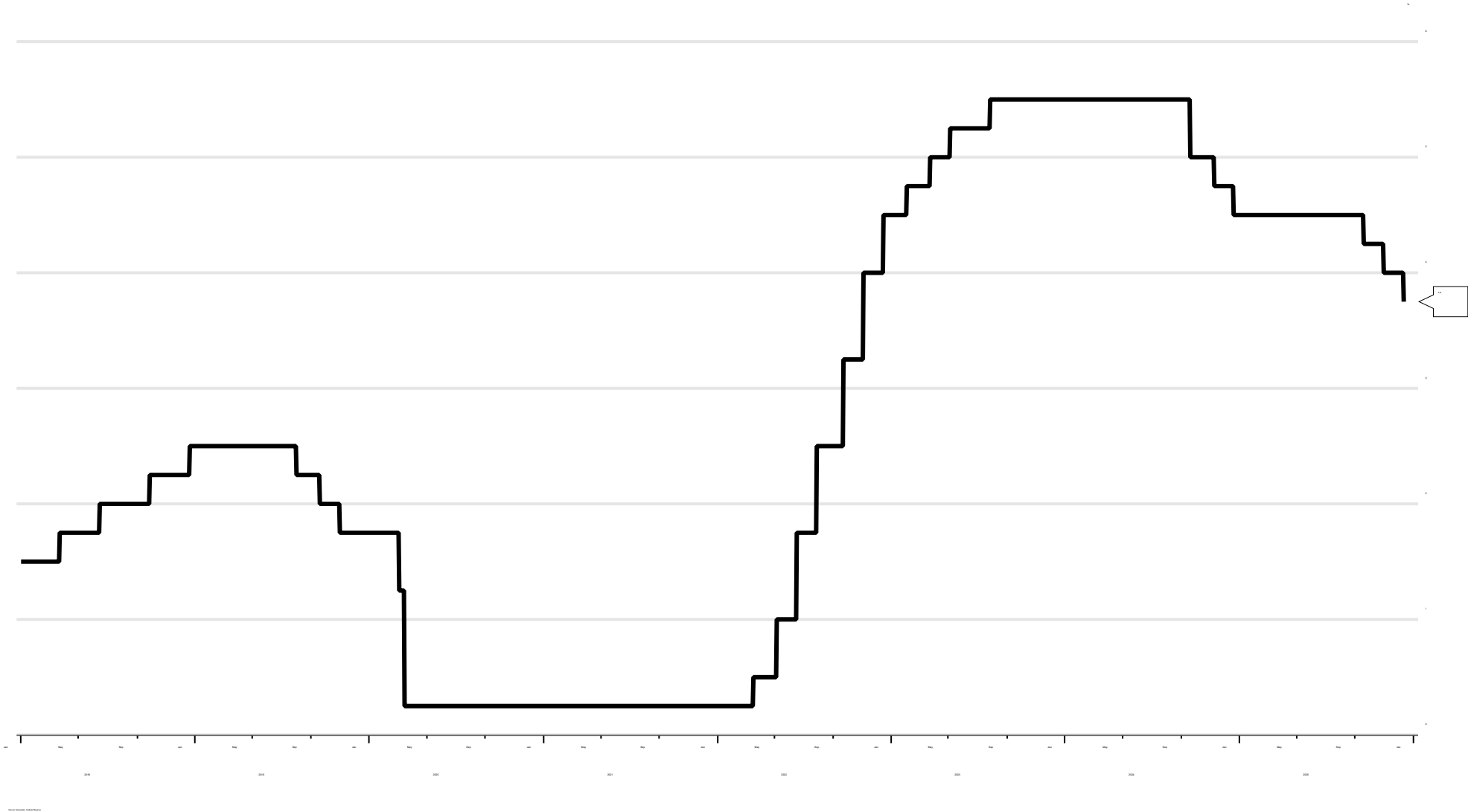
Source: Matched Numerator Panel Data and Label Insights Data, authors' calculations.

US Core Consumer Price Inflation

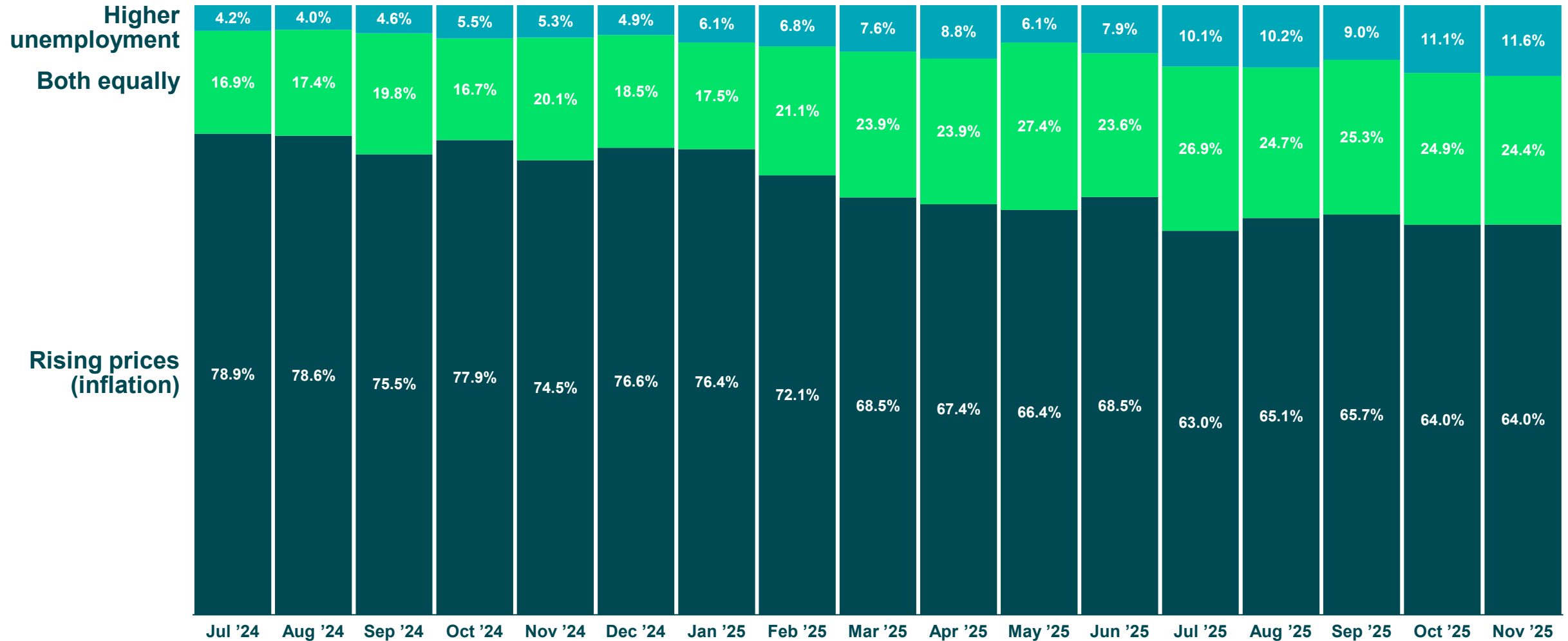


Core Goods is
~20% of the
consumer basket

US Central Bank Policy Rate



“Which of these two, higher unemployment or rising prices (inflation), are you more concerned about during the next 12 months?”



Source: Numerator Monthly Economic Sentiment Survey - November 2025 (Nov. 6th - 12th)

Jul '24 (N = 2152); Aug '24 (N = 2046); Sep '24 (N = 2185); Oct '24 (N = 2177); Nov '24 (N = 2190); Dec '24 (N = 2084); Jan '25 (N = 2019); Feb '25 (N = 2183); Mar '25 (N = 2020); Apr '25 (N = 2000); May '25 (N = 1965); Jun '25 (N = 2056); Jul '25 (N = 2135); Aug (N = 2148); Sep '25 (N = 2019); Oct '25 (N = 1983); Nov '25 (N = 2045)



Consumer Sentiment vs Consumer Behavior

“What one word would you use to describe the United States today?”



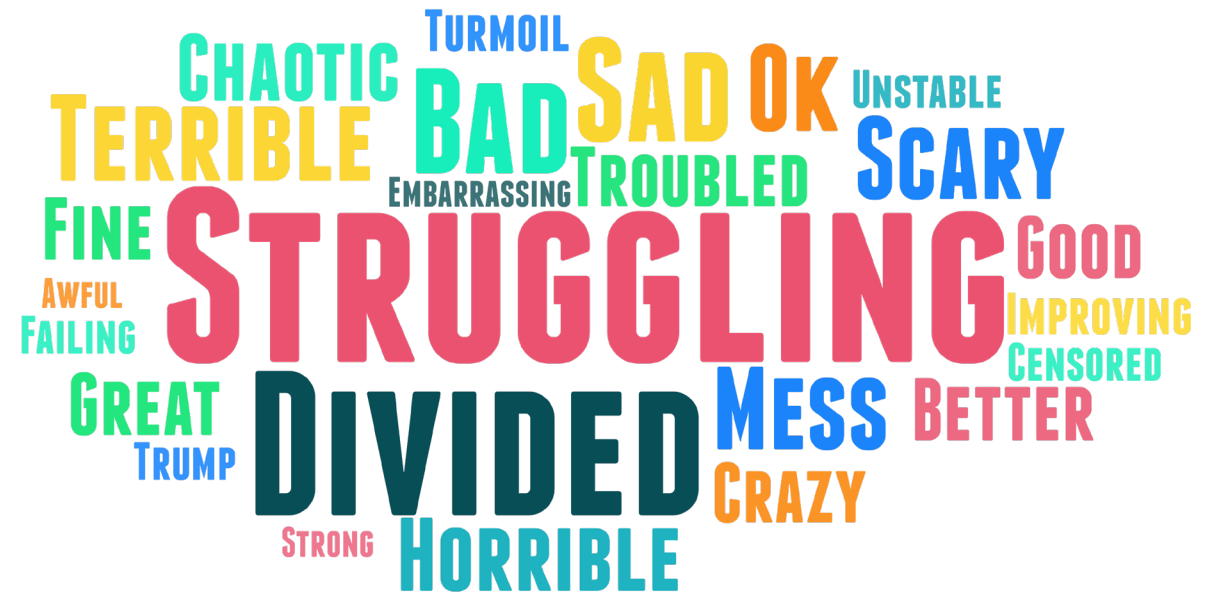
Source: Numerator Monthly Economic Sentiment Survey - November 2025 (Nov. 6th - 12th)
Top 50 Words from ~2000 responses. "Censored" are all words banned by the US FCC.

“What one word would you use to describe the United States today?”

Left / Lean Left



Right / Lean Right



“What one word would you use to describe the United States today?”



“What one word would you use to describe how you and your household are feeling overall these days?”

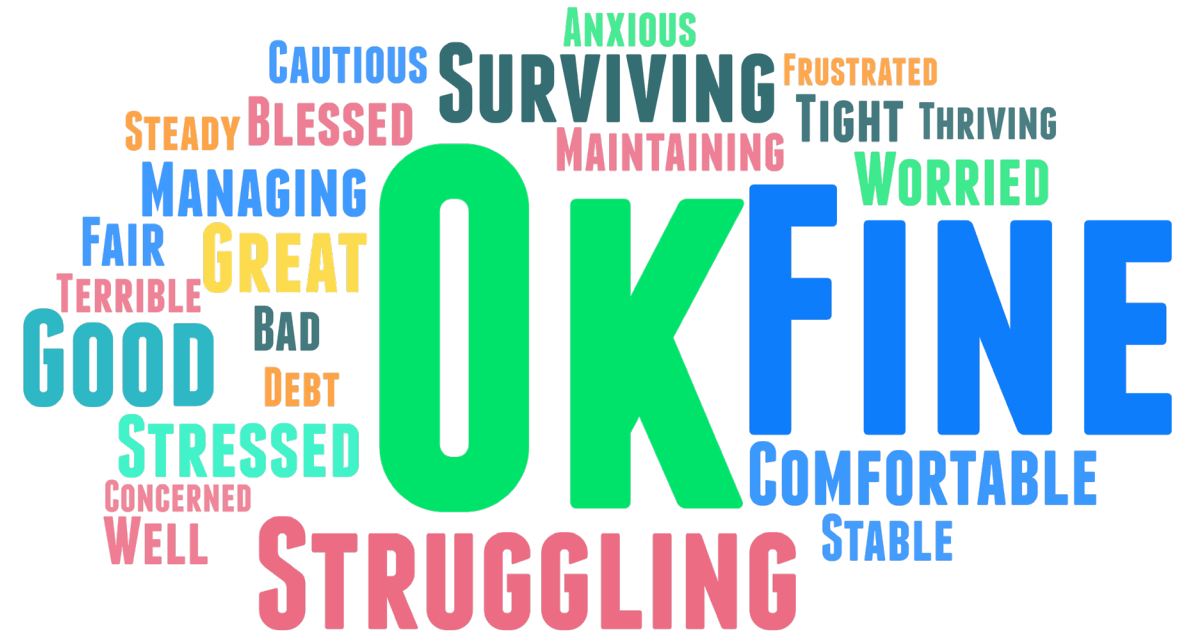


Source: Numerator Monthly Economic Sentiment Survey - November 2025 (Nov. 6th - 12th)
Top 50 Words from ~2000 responses. - "Censored" are all words banned by the US FCC.

“What one word would you use to describe how you and your household are doing today?”

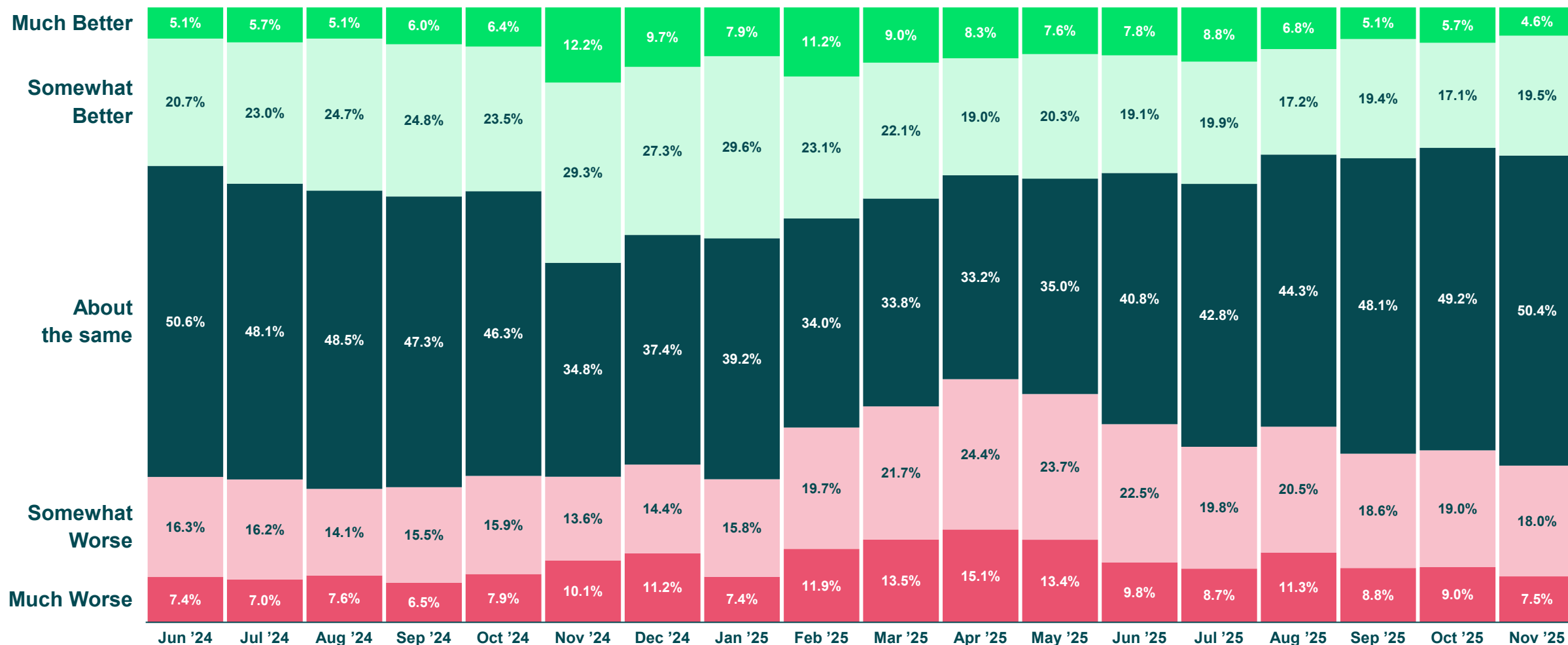


Household Income
Less than \$60k



Household Income
Greater than \$60k

“And looking ahead to 12 months from now, how do you think you and any members of your household will be doing relative to today?”

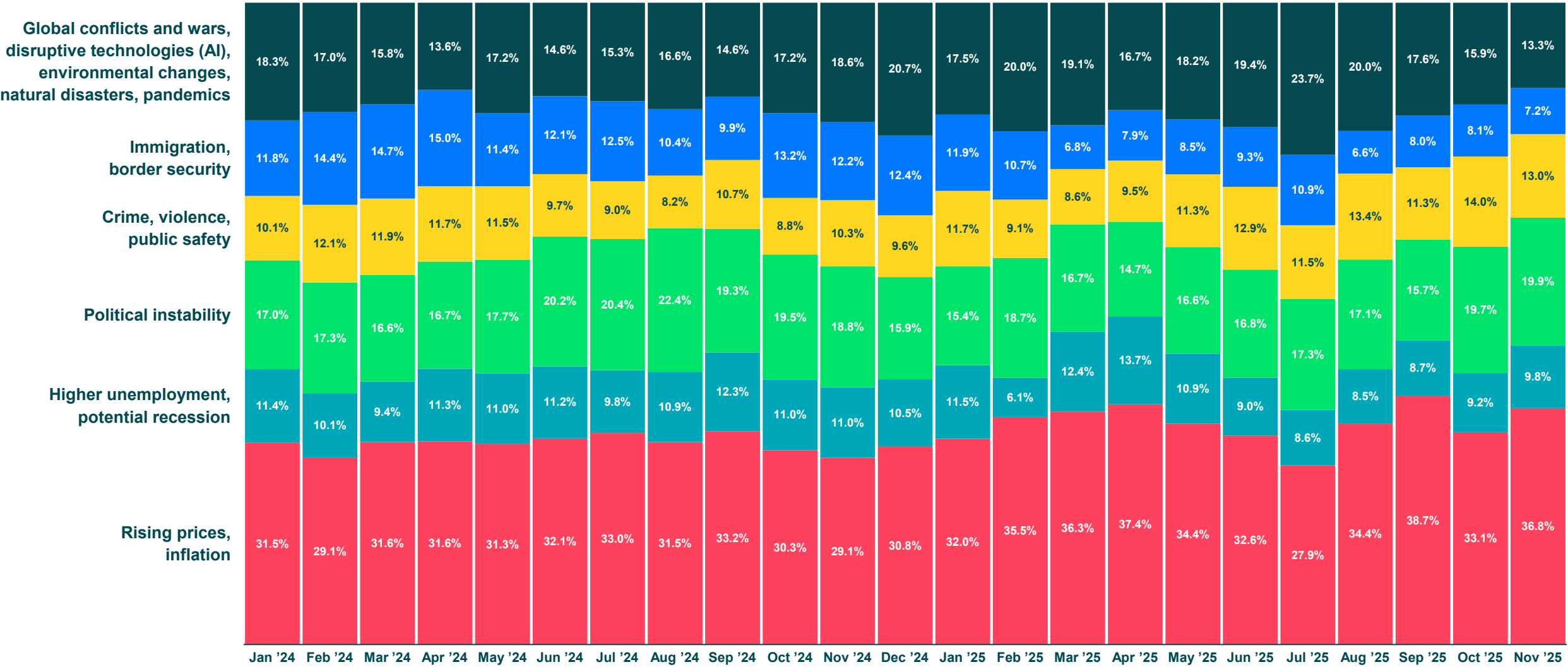


Source: Numerator Monthly Economic Sentiment Survey - November 2025 (Nov. 6th - 12th)

Jun '24 (N= 1927); Jul '24 (N = 2154); Aug '24 (N = 2055); Sep '24 (N = 2191); Oct '24 (N = 2173); Nov '24 (N = 2199); Dec '24 (N = 2089);

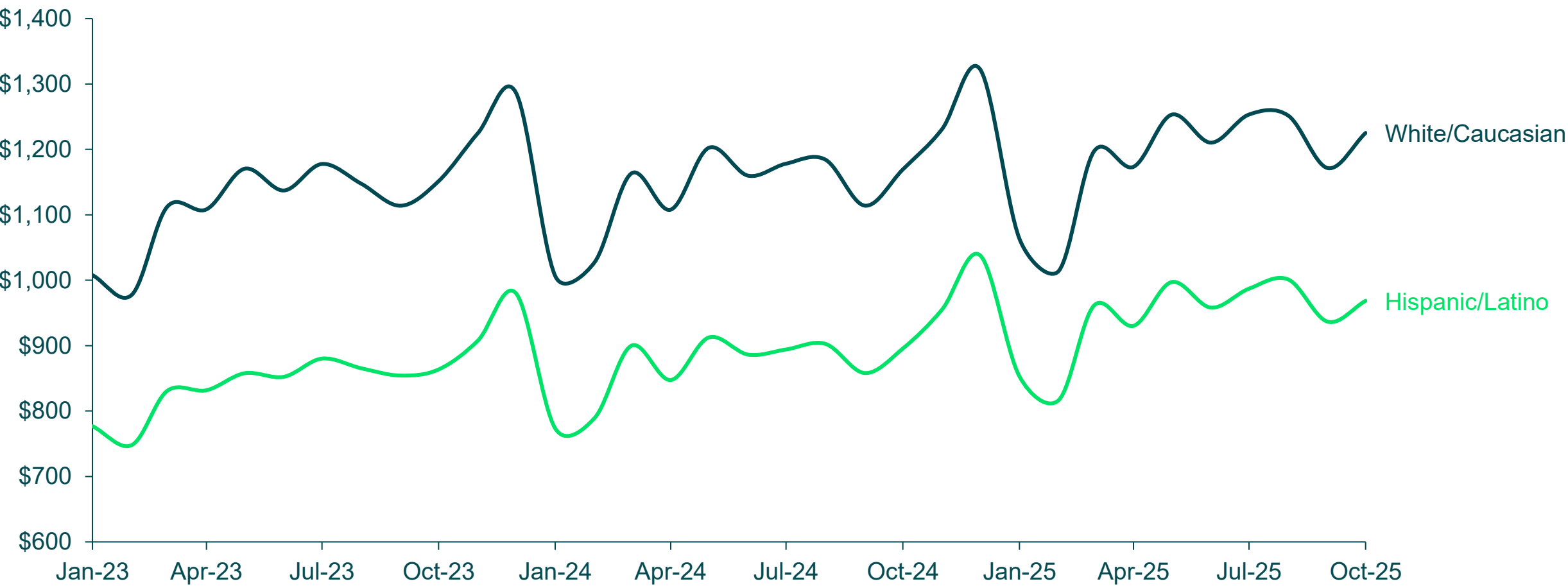
Jan '25 (N= 2019); Feb '25 (N = 2183); Mar '25 (N = 2020); Apr '25 (N = 2000); May '25 (N = 1965); Jun '25 (N = 2056); Jul '25 (N = 2135); Aug '25 (N = 2148); Sep '25 (N = 2019); Oct '25 (N = 1983); Nov '25 (N = 2045)

“Thinking about the country as a whole and not just you and your household, which of these are you most concerned about for the coming year? Please select one:”



At a national level, Hispanic HHs spend per person is lower than that of White/Caucasian HHs and follows a similar trend

Monthly Spend per Person – Total Spend, Total US



Source: Numerator Insights January 2023 – October 2025
Total Spend at Total Market

In Chicago however, which had a strong ICE/CBP presence, Hispanic HHs pulled back while White/Caucasian HHs did not

Monthly Spend per Person – Total Spend, Chicago CBSA



Source: Numerator Insights January 2023 – October 2025
Total Spend at Total Market

What do consumers say they'll cut back on if there's a recession?

(% saying they will cut back on a category)

