

Get inside the heads of Memphis consumers

The Outlook 2018 Memphis Economic Study provides a snapshot of Memphis consumer sentiment. The study was conducted by The Sparks Bureau of Business and Economic Research (SBBER) at the University of Memphis and sponsored by Paragon Bank. Survey questions covered financial stability, future spending, the job market, and more. Here are highlights from the study.

WHY CONSUMER SENTIMENT MATTERS

Personal spending generates

70%

OF EVERY DOLLAR IN THE U.S. ECONOMY.



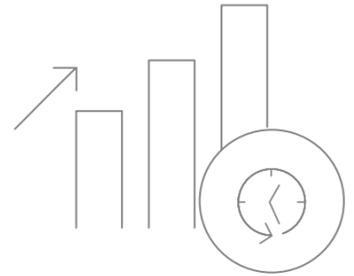
FINANCIAL ATTITUDES DRIVE THE LOCAL ECONOMY

More than

80%

OF RESPONDENTS

said that financially they are better off or the same as a year ago and five years ago. And roughly the same number expect to be better off or the same a year from now.



MEMPHIANS ARE IN THE MOOD TO BUY



More than half of respondents (53%) thought that now was a good time to make major purchases.

- Good time to buy _____ **53.8%**
- Uncertain _____ **26.7%**
- Bad time to buy _____ **18.8%**
- Don't know _____ **3.2%**



RETAIL LIVES



A third (33%) of respondents said that they don't buy or sell goods online. **More than a third (36.7%)** said that they only buy or sell goods online occasionally.

- Occasionally _____ **36.7%**
- Not at all _____ **33%**
- Frequently _____ **30.3%**

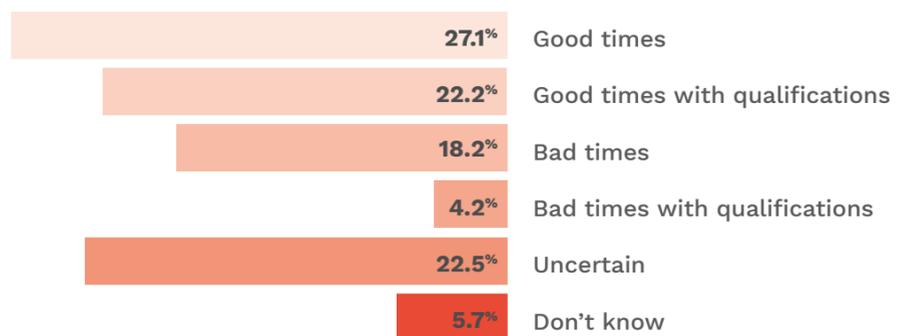


SOLID EXPECTATIONS FOR MEMPHIS'S ECONOMIC FUTURE

Only **22.4%**

OF RESPONDENTS

expected continuous bad times over five years with or without qualifications. The other respondents, expected good times with or without qualifications, didn't know, or were uncertain.



THE EMPLOYMENT OUTLOOK IS POSITIVE

67.1%

OF RESPONDENTS

thought it was easy to find jobs or that jobs could be found but it takes some effort.

- Can be found but takes some effort _____ **47.0%**
- Easy to find _____ **20.1%**
- Hard to find _____ **15.0%**
- Don't know _____ **17.9%**



Employment opportunities may continue to improve.

A third (33.2%) of respondents said that they expect there will be more job openings a year from now.

- More job openings _____ **33.2%**
- About the same number of job openings _____ **30.4%**
- Fewer job openings _____ **19.1%**
- Don't know _____ **17.4%**



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MEMBER FDIC

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