



Worse off and struggling

New York, June 30, 2023— A new [Forbes/Maru](#) Public Opinion poll finds that more Americans say they're worse than better off compared to four years ago and many will struggle to make ends meet over the months to come—the highest level recorded since July 2020. And, despite half of Americans being worried about day-to-day finances—surging from last months sounding—when they are asked which of the two main parties would be best for their pocketbook, the Democrats get the nod over their Republican counterpart.

More Americans say they're worse off than better off compared to four years ago

When asked about their financial position nowadays compared to what it was like four years ago (2019), more Americans say they're **worse off (31%)** compared to fewer **(23%)** who think they're **better off**. Almost half **(46%)** of Americans indicate that their financial position has **remained the same** over that same time frame. That's a net difference (or **gap score** of better off minus worse off) of -8.

- Those most likely to say they're **worse off (31%)** than they were four years ago are those with the least amount of income (<\$50k 36%), the oldest Americans (55+ 36%), women (32%), and those living in the Northeast (29%). Republicans (41%) are most likely to align with this view compared to those who identify as Independents (38%) and Democrats (20%).
- Those who are most likely to say they're **better off (23%)** than they were in 2019 are the youngest Americans (aged 18-34 35%), those with the highest income (\$100k+ 32%), men (25%), and with those in all regions of the country approximating the national norm. More Democrats (29%) feel this way than those who identify as Republicans (20%) or Independents (19%).

Half worried about day-to-day finances—a surge from last month

Half **(50%** and up six percentage points from 44% last month) of Americans reveal that they **will be worried** (21% very much) **about their personal/family day-to-day finances** over the next two months. This is up six percentage points since May (44%) and has returned to the same measure in February 2023 (50%)—equaling its highest level of worry since tracking began back in July 2020. This latest sounding also demonstrates a **significant increase of eight percentage points since April 2023** (42%).

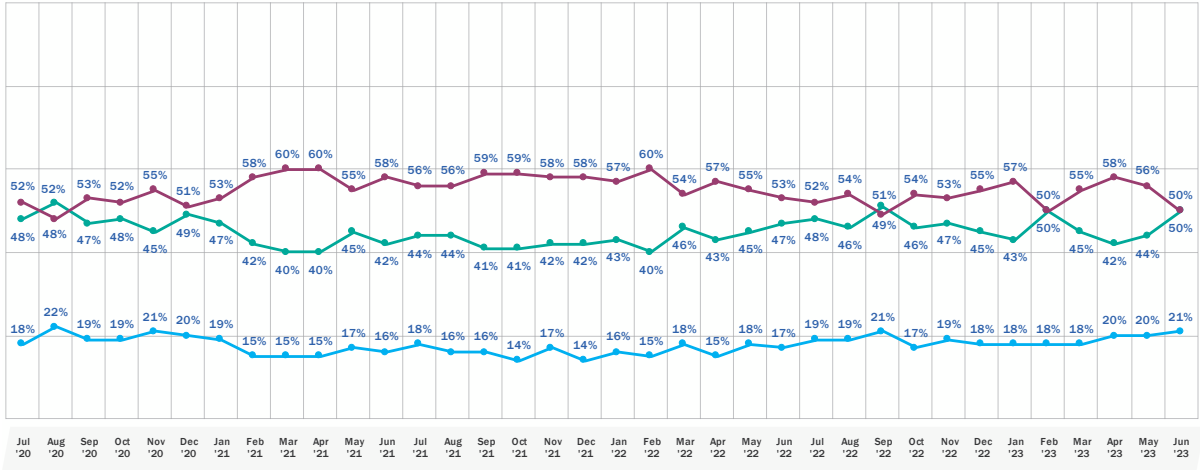
- Those **most likely to reveal their personal finance struggles** are the youngest Americans (aged 18-34 65%), those with the lowest income (<\$50k 64%), are equally women (51%) and men (50%), and those living in both the Northeast (53%) and South (52%). Independents (53%) are more likely to express this view compared to those who are Republican (50%) or Democrats (48%).
- Those who will likely **worry the most (21%** tied with the highest levels recorded in September 2022 and August 2020 since tracking began in July 2020) are those Americans earning the least (<\$50k 33%), the youngest (aged 18-34 31%), living in the Northeast (26%), and women (22%)—and more so among Democrats (23%) and Independents (21%) than Republicans (18%).



Over the next sixty (60) days...
**I will be worried about my personal/family
day-to-day finances**

+6 Trend Likely

Very Likely Likely Not Likely



June 2023

Many (40%) will struggle to make ends meet—the highest level recorded since July 2020

Four in ten (40% and up six percentage points from 34% last month) Americans admit they ***will struggle to make ends meet*** (16% very much) over the next sixty days. This is the highest level recorded since tracking began in July 2020 and is ***up a whopping nine percentage points since April of this year*** (31%).

Those most likely to say they will struggle are equally the youngest Americans (aged 18-34 57%) and those earning the least (<50k 57%), those living in the Northeast (45%), and are equally women (41%) and men (40%). Republicans (42%) are more likely than Independents (37%) and Democrats (36%) to say this will likely be the case.

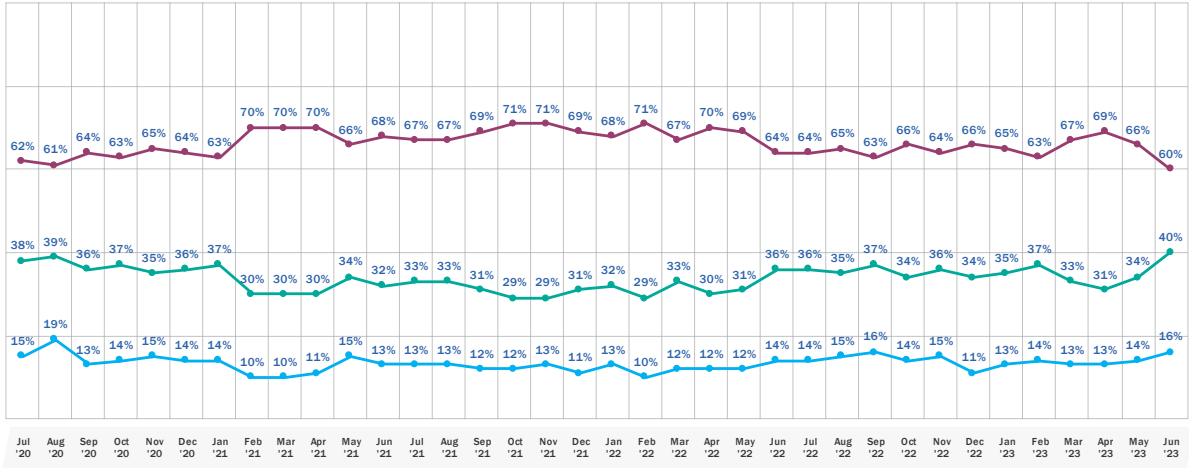
Those who will ***likely struggle the most*** (16%) are those with the least amount of income (<\$50k 27%), the youngest Americans (aged 18-34 24%), almost equally women (17%) and men (15%), and those living in the Northeast (20%).



Over the next sixty (60) days...
I will struggle to make ends meet

+6 Trend Likely

Very Likely Likely Not Likely



June 2023



Political party best for American pocketbooks—a nod to Democrats over Republicans

Given today's economy, a plurality of Americans (37%) **believe the Democrats are best for ensuring that their pocketbook is better off** compared with one third (34%) **who say the Republicans would be a better choice to make that happen**. Three in ten (29%) Americans opine that **neither political party would be best for making their pocketbook better off**.

- Those Americans who are most likely to believe the **Democrats are best for ensuring their pocketbook is better off** (37%) are those with middle income or less (<\$50k to \$99k 39%), women (39%), and both the youngest (aged 18-34 38%) and oldest (55+ 38%)—and those living in the Northeast//Midwest (39%) and the West (38%).
- Those Americans who are most likely to say **the Republicans are best for making their pocketbook better off** (34%) are the oldest (55+ 37%), those living in the Northeast/South (36%), those with highest income (\$100k+ 42%), and equally men (36%).
- Slightly more Republicans (82%) say the Republican party is best for their pocketbook in contrast to Democrats (77%) who believe their own namesake would be better up to the task. More Independents choose a Democrat led effort (21%) than a Republican (11%) to do the job. Just over two thirds (68%) of Independents believe that **neither** of the main parties are up to the job, joined by much fewer Democrats (17%) and Republicans (13%) who align with this view.



Methodology

These are the findings from a study released by [Maru Public Opinion](#) that was undertaken by its sample and data collection experts at [Maru/Blue](#) on June 20, 2023, among a random selection of 1,510 American adults who are [Maru Springboard America](#) online panelists. For comparison purposes, a probability sample of this size has an estimated margin of error (which measures sampling variability) of +/- 2.5%, 19 times out of 20. The results have been weighted by education, age, gender, and region to match the population according to US Census data which ensures the sample is representative of the entire adult population of the United States. Discrepancies in or between totals when compared to the data tables are due to rounding.

Panel and data services provider [Maru/Blue](#) is deeply rooted in the Maru/HUB technology platform and offers on-demand, high-quality, highly scalable online community samples of deeply engaged, known respondents. [Maru Public Opinion](#) is a professional research services channel dedicated to improving its clients' business outcomes. It delivers its services through teams of sector-specific research consultants specializing in the use of Insight Community and Voice of Market technology. Maru Public Opinion publicly released US polls with supporting detailed tables are found here: [Maru Public Opinion US Polls](#). Corporate information can be accessed here: [Maru Group](#). Excerpts from this release of findings should be properly attributed, with interpretation subject to clarification or correction. Maru Public Opinion does not do any work for any political party.

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