



Plans and worries

New York, July 26, 2022— A new Yahoo US/ [Maru Public Opinion](#) poll released today finds no consensus among Americans on the biggest culprit source driving today's inflationary price escalations. And while majorities believe that both President Joe Biden and the Federal Reserve each have a plan to fight inflation and bring prices down, Americans are split on whether either of those plans is "good" or "bad" for what ails the economy.

Taking the temperature of the consumer pulse finds that Americans haven't really changed their posture in the past ten days regarding the impact of inflation and their ability to buy necessities for themselves and/or their family nowadays: the majority are worried, and a fraction who are panicked.

No consensus on what's driving inflation

Consumer prices may have shot up at their fastest pace since as far back as the late 1980s and are fueling inflation. Still if they had to put their finger on the most significant culprit source they think is driving today's price escalations, Americans have no clear consensus. Asked to finger point to the greatest inflationary price hiker, Americans indicate the following:

- Profit taking by companies and speculators 20%
- Supply chain problems caused by COVID-19 17%
- Gasoline/energy shortages restrictions 13%
- Impact of the war in Ukraine on global commodities 13%
- Prices increasing to make up for lack of business during COVID-19 12%
- Wage/pay increases 6%
- Pent up consumer savings now being spent 3%
- House property speculators 2%
- Other (anchor) 14%

Plans to fight inflation and bring prices down

A majority (59%) of Americans believe that President Joe Biden has a plan to fight inflation and bring prices down, but there is an even split between those who believe it is a "good plan" (30%) versus those who believe it is a "bad plan" (29%). The remainder (41%) believe that the president has "no plan" to fight inflation to bring prices down.

A larger majority (65%) of Americans believe that the Federal Reserve (the central bank that sets interest rates) has a plan but similarly splits Americans on its potential effectiveness: one third (34%) believe that the Federal Reserve has a "good plan" compared with a slightly smaller group (31%) who think it has a "bad plan." The remainder (35%) believe that the Federal Reserve has "no plan" to fight inflation to bring prices down.



A majority are worried, and few are panicked

And when it comes to the impact of inflation and their ability to buy necessities for themselves and/or their family, American consumers have not changed their posture since the sounding was last measured in mid June.

- A majority (57%, down one percentage point) offer up that they are “worried—inflation is causing some serious money issues.”
- There has been a slight increase among those who say they are dealing with “Panic—inflation is causing drastic lifestyle changes/trade offs” (14%, down two percentage points).
- Three in ten (29%, down one percentage point) indicate that they are “Comfortable—inflation is not really having an impact.”

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Methodology

These are some of the findings from a study released by [Maru Public Opinion](#) undertaken by its sample and data collection experts at Maru/Blue on June 24-26, 2022, among a random selection of 1,518 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.

[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 services firm 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 does not do any work for any political party.

Maru Public Opinion polls with supporting detailed tables are found here: [Maru Public Opinion US Polls](#) . Discrepancies in or between totals when compared to the data tables are due to rounding. 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.



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