



Inflation's worrying impact

New York, June 27, 2022— A new Maru Public Opinion poll released today finds a majority (58%) of Americans are worried about inflation causing them some serious money issues. Another one in ten (12%) Americans admit to being “panicked as inflation is causing drastic lifestyle changes/trade-offs,” with the remaining three in ten (30%) at the other end of the scale feeling “comfortable as inflation is not having an impact” on them.

- Those who are most “**worried**” (58%): those living in the South (60%), women (60%), young (aged 18-34, 63%), college education or less (59%), less than \$49,000 household income per year (65%).
- Those who are “**panicked**” (12%): those living in the Midwest (15%), women (14%), middle-aged (35-54, 18%), lowest educated (high school or less 15%), lowest income (less than \$25,000 household income per year, 18%).
- Those who are “**comfortable**” (30%): those living in the Northeast (34%), men (34%), oldest (55+, 36%), highest educated (University+, 34%), highest income earners (\$100,000+ household income per year, 47%)

The majority (58%) have set stricter priorities, reduced spending

In the last month, a majority (58%) of Americans have personally set more rigid priorities and reduced their spending specifically because of higher prices. Those most likely to reduce spending live in the West (61%) and the South (60%), are women (64%), and have less than \$50,000 household income per year (67%).

Food tops the list of items on a spending diet

Of those Americans who have lessened spending specifically because of higher prices, the following activities/products have been reduced this month compared to last month:

- **Food**—purchased from grocery stores/restaurants **62%**
- **Clothing** and footwear **57%**
- **Entertainment**—tickets and associated items related to things like movies/stage shows, personal sports activities/attending sports events **57%**
- **Gasoline** **54%**
- **Recreation, education, and reading**—vacation trips and traveler accommodation/tours, cultural activities/school/skill training **45%**
- **Vehicle use**—owned or rented cars/motorcycles/scooters **43%**
- **Home entertainment**—equipment, parts and services/video equipment and gaming consoles/purchase of digital media **36%**
- **Household operations**—furnishings and equipment/furniture and household textiles **35%**

- **Stimulants**—alcoholic beverages/tobacco products and smokers' supplies/ cigarettes/recreational cannabis **29%**
- **Health and personal care products/services** **28%**
- **Other household goods and services**—financial services/communications /telephone/Internet **23%**
- **Transportation**—public transportation/local and commuter transportation/Inter-city transportation **23%**
- **Air transportation** **23%**
- **Energy**—hydro/natural gas/other **21%**
- **Shelter**—rent/mortgage interest cost/homeowners' replacement cost/other owned accommodation expenses **7%**

A majority (54%) believe the central bank will plunge the country into a recession by raising rates

A majority (54%) of Americans believe that if the central bank raises interest rates, it will plunge the country headlong into a recession. This compares to a minority (46%) of Americans who believe that by taking such action, the central bank will cool inflation and the United States will avoid a recession.

- Those most likely to believe that the central bank raising interest rates it **will plunge the country headlong into a recession** (54%): women (57%), above age 35 (55%), earning less than \$50,000 household income per year (59%).
- Those most likely to believe that by taking such action and raising interest rates, the central bank **will cool inflation and the United States will avoid a recession**: those living in the Northeast (50%), men (49%), the youngest Americans (aged 18-34, 49%), the highest educated (University+, 53%), and those with the highest income (\$100,000+, 57%).

The majority (68%) of Americans say ditch the stocks and invest money elsewhere

A majority (68%) of Americans don't believe it's a good time to invest in the stock market and that money should be invested elsewhere. This compares with the remaining group (32%) who believe that *now* is a good time to invest in the stock market.

- Those most likely to **not** believe now is a good time to invest in the stock market (32%) are those living in the West (37%), men (37%), the youngest Americans (aged 18-34, 40%), those with the highest education (University+, 42%), and those with the highest level of household income (\$100,000+, 49%).



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 19-21, 2022, among a random selection of 1,512 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.

For more information contact:

John Wright
Executive Vice President
Maru Public Opinion
1-332-282-1610
john.wright@marublue.com



Maru is a world leading CX and Insights Software & Advisory Services company.

Maru was founded to disrupt the data and insight delivery industry with a combination of Software & Advisory Services delivering data in real-time via a unique service model. Maru helps its clients make informed decisions in near real-time by combining proprietary software, deep industry experience and access to the best minds in research. Maru's flexible service model means our clients can choose to self-serve our Software directly to create, launch and analyze projects; or choose to utilize our Software with knowledgeable support from insights experts. Maru successfully delivers major national and international CX and CEM programs for Enterprise organizations.

The experience and insights platform

[Maru Public Opinion](#) is a research channel for the [Maru Group](#)