



## Into a recession

**New York, June 5, 2022—** A new Yahoo US/Maru Public Opinion poll finds two-thirds of the vast majority (81%) of Americans believe that the country is either already in (62%) a recession or that one is on the horizon in the next three months (19%). Further, while half (53%) of Americans say they have personally set stricter priorities and reduced their spending in the last month, underpinning all of this economic and pocketbook pessimism is the majority (72%) who believe the economy is headed in the wrong direction.

## Recession reductions

Technically, a “recession” is usually described as a period of temporary economic decline in a country during which trade and industrial activity are reduced. On the news, this might be reported as “a fall in Gross Domestic Product (GDP) in two successive quarters (six months).” For consumers, a recession is marked as a period where there is a decline in economic activity. When this happens, consumers set stricter priorities and reduce their spending. As sales drop, businesses typically cut costs, reduce prices, and postpone new investments.

Based on what they’ve seen, read, heard, or are personally experiencing, two-thirds (62%) of Americans think the country is experiencing a recession compared to four in ten (38%) who don’t think that’s the case.

Those most likely to believe the United States is currently in a recession are most likely to reside in the South (67%) and the Northeast (64%), followed closely behind by those living in the West (59%) and the Midwest (56%). Women (68%) are far more likely than men (57%) to believe that the United States is already in recessionary times, with those who are over the age of 35 (65%) more likely to say this is the case compared to those who are youngest (aged 18-34 56%). There is little variation in the differences between levels of household income.

Those most likely to believe that the United States is not currently in a recession (38%) can be found in the Midwest (44%). The West (41%) are more likely to be men (43%) are the youngest Americans (aged 18-34, 44%), with little variation in the differences between levels of household income.

Of those Americans who believe the country is not yet in a recession (38%), half (49%) of those think the country will be in one three months from now—where consumers set stricter priorities and reduce their spending, causing businesses to typically cut costs, reduce prices, and postpone new investments compared to the other half (51%) who disagree with that prediction.



When taken together, a resounding majority (81%) of Americans either already believe the United States is in a recession (62%), or that one is potentially on the way within the next three months (19%).

### **Pocketbook priorities**

And, specifically focused on their financial position, three in 10 (30%) of Americans say that it has become worse over the last month compared with half of that (14%) who say that their financial position has become better (for a net score of -16). The remainder (56%) of Americans indicate their financial position has remained the same compared to where they were last month.

Regardless of their financial position, half (53%) of Americans say that in the last month, they have personally set stricter priorities and reduced their spending, compared with the remainder (47%) who indicate that that's not been the case for their wallets.

Of those who are setting stricter priorities and reducing their spending (53%), women (58%) or more likely than men (48%) to admit this to be the case, along with those who are over the age of 35 (56%) and those in both the lower middle and lower-income group (less than \$49,000 household income per annum 60%) compared with their upper-middle (\$50,000-\$99,000, 51%) and upper (\$100,000 +, 43%) income counterparts. There is little variation across the regions of the United States when compared to the national average except for the West (47%), which is less so than the others.

### **The economy is moving in the wrong direction**

Underpinning this sense of a recession and the impact on their pocketbooks, a majority (72%) of Americans believe the state of the economy is on the wrong track compared with a minority (28%) who believe that it's moving in the right direction.

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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 May 20-23, 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.

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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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