

Storm Chaser



What We're Eyeing

Canaries in the Economic Coal Mine

The unacknowledged CFOs of American households (American women) are shifting into economic prep mode at unprecedented rates. Two-thirds (67%) have already begun preparing for a recession by adjusting their budgeting and shopping behaviors. These CFOs are cutting back on discretionary spending (62% v. men: 48%) and entered “low buy mode” (46% v. 39%)

62%
Women

Believe the economy is worsening today

40%
Women

Report their financial security is worsening

83%
Women

Are concerned about economic uncertainty

DIVE DEEPER NOW

Why This Matters

70% of women in relationships are primarily responsible for their household's overall shopping