

# 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

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### Why This Matters

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