

The Weekly Heat #'s

- (86%) of Americans are concerned about a potential U.S. recession (+5%-pt from last week, +6%-pts from last month)
- (72%) of Americans are concerned about affording their living expenses (-2%-pt from last week, +4% from last month)
- Just (16%) of Americans rate their finances as “very good” (-5%-pt from mid-August)

Story 1: The Heart of our Economy is Feeling Cash-Strapped ([Unit-Harris Poll](#))

- Small businesses account for (44%) of U.S. economic activity, and they generated nearly two-thirds (62%) of all new jobs created between 1995 to 2020.
- (77%) of small-business owners are concerned about the **impact of inflation** on their businesses, with nearly as many (71%) **bracing for the potential impact of an economic downturn**.
- Over 6 in 10 (62%) small businesses say they are **seeking additional financing**, but over two-thirds (68%) say they need faster access to funds, especially as (37%) are worried about running out of cash in the next year.
- (71%) of small-business owners believe they **should be able to get a business loan as quickly as they can order something online**, and more than 8 in 10 would be open to getting financial services from companies other than traditional banks (e.g., technology companies, e-commerce platforms, and business software tools).
- **Getting a loan today is as bad as going to the DMV**: Nearly a third (31%) say they would rather wait in line at the DMV than apply for a loan from a traditional bank.