
MARKET FACTS!

MARKET FACT #94

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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62%

**of Americans are still living
paycheck to paycheck in 2023 and
can't get out of this reality.**

DATE: November 19, 2023

COMMENT: Do you think Americans are full of cash? Think again. As the source (CNBC) says: "**Living paycheck to paycheck remains the main financial lifestyle among U.S. consumers,**". Also, some [74% of Americans say they are stressed about finances and nearly half, or more precisely 49% of adults have less savings or NO SAVINGS at all compared to 2022.](#) So this is something worth mentioning if you're in business and if you're aiming your marketing efforts at an American audience.

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