

TABLE 23

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024
FAVORABLE NEWS	30%	30%	26%	21%	21%	28%	38%	37%	31%	26%	25%	37%	48%
UNFAVORABLE NEWS	88	90	90	103	108	86	74	72	79	82	88	64	59
NO MENTIONS	31	31	32	28	26	31	32	34	35	35	33	38	38
INDEX SCORE	42	40	36	18	13	42	64	65	52	44	37	73	89

**NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS - INDEX SCORE
THREE MONTH MOVING AVERAGES**

All	32	38	39	31	22	24	40	57	60	54	44	51	66
Age 18 to 44	34	38	40	27	19	20	41	57	58	50	39	43	59
Age 45 to 64	26	34	30	30	21	27	32	50	53	51	40	52	65
Age 65+	36	44	52	40	30	29	49	68	74	63	56	59	77
Income Bottom Third	52	54	52	45	38	41	47	58	62	59	53	50	57
Income Middle Third	35	38	41	32	28	24	41	52	57	50	41	52	71
Income Top Third	8	21	23	15	-1	9	33	60	62	49	36	49	72
Educ High School or Less	55	62	55	49	42	42	47	50	51	44	39	47	59
Educ Some College	36	33	32	26	22	28	35	54	50	50	39	44	52
Educ College Degree	20	30	36	25	13	14	38	61	70	60	48	55	76
Democrat	59	63	65	57	47	53	80	105	110	99	88	94	110
Independent	30	35	34	26	16	17	27	46	51	46	36	38	54
Republican	3	13	15	10	3	2	10	20	20	19	9	25	35

The questions were: "During the last few months, have you heard of any favorable or unfavorable changes in business conditions?" and "What did you hear?"

May add to more than 100% due to multiple mentions.

Index Score is the percent favorable minus the percent unfavorable plus 100