

TABLE 24

SELECTED ITEMS OF 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:													
Government; elections	2%	2%	1%	2%	2%	2%	4%	4%	3%	2%	2%	2%	4%
Employment	12	12	12	7	8	11	13	12	11	11	8	9	13
Higher consumer demand	2	3	3	2	2	3	4	3	3	2	2	3	3
Lower prices	6	5	4	3	3	3	6	5	4	3	4	8	8
Easier credit	1	1	*	*	1	2	3	2	1	*	1	4	10
Stock market	1	2	*	1	1	2	2	2	1	1	1	2	4
Trade; global economy	*	*	*	*	*	*	*	*	*	*	*	*	*
Economy	4	4	3	3	2	3	5	7	4	4	5	4	5
UNFAVORABLE NEWS:													
Government; elections	6	9	9	10	12	12	9	10	10	12	11	7	7
Unemployment	26	28	23	29	32	21	20	22	22	20	25	17	19
Lower consumer demand	5	4	5	6	6	7	7	5	6	6	6	5	5
Higher prices	21	22	19	18	19	16	14	12	14	16	17	12	12
Tighter credit	10	7	12	11	11	10	9	9	10	11	12	8	4
Energy crisis	1	1	*	1	1	1	1	1	1	1	1	*	*
Stock market	3	3	2	2	2	2	1	2	1	2	3	1	*
Trade; global economy	1	*	*	2	2	1	1	1	1	1	*	1	*
Economy	10	8	6	8	7	7	6	4	7	5	6	6	5

SELECTED ITEMS OF NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

EMPLOYMENT - UNEMPLOYMENT (THREE MONTH MOVING AVERAGES)

All	-12	-14	-14	-16	-19	-19	-14	-9	-9	-10	-12	-11	-10
Age 18 to 44	-13	-17	-17	-18	-17	-17	-14	-12	-12	-12	-15	-14	-12
Age 45 to 64	-12	-14	-15	-17	-20	-19	-14	-8	-10	-8	-12	-10	-11
Age 65+	-12	-10	-6	-11	-20	-20	-12	-6	-5	-8	-9	-10	-8
Income Bottom Third	-10	-9	-12	-13	-16	-15	-12	-11	-11	-12	-15	-15	-12
Income Middle Third	-11	-13	-10	-14	-15	-19	-14	-11	-10	-11	-11	-10	-7
Income Top Third	-17	-19	-19	-20	-24	-21	-15	-7	-8	-8	-12	-11	-10
Educ High School or Less	-10	-7	-9	-13	-17	-16	-13	-13	-14	-16	-17	-14	-11
Educ Some College	-13	-16	-17	-16	-19	-19	-17	-10	-12	-11	-16	-16	-17
Educ College Degree	-13	-15	-14	-18	-20	-19	-12	-7	-5	-6	-9	-8	-7
Democrat	-6	-10	-9	-10	-12	-9	-2	5	6	5	1	0	1
Independent	-11	-12	-13	-18	-22	-22	-19	-13	-13	-11	-14	-13	-14
Republican	-21	-21	-20	-20	-22	-23	-20	-19	-21	-23	-24	-21	-19

GOVERNMENT FAVORABLE - UNFAVORABLE (THREE MONTH MOVING AVERAGES)

All	-3	-5	-6	-8	-9	-9	-8	-7	-6	-8	-9	-8	-6
Age 18 to 44	-2	-3	-4	-5	-6	-7	-4	-4	-4	-7	-8	-7	-6
Age 45 to 64	-4	-4	-7	-7	-10	-9	-10	-8	-7	-7	-10	-10	-8
Age 65+	-3	-6	-8	-11	-11	-11	-12	-9	-7	-9	-9	-9	-5
Income Bottom Third	-2	-4	-4	-5	-7	-8	-7	-5	-4	-6	-6	-8	-5
Income Middle Third	-2	-4	-6	-8	-8	-11	-10	-7	-5	-5	-8	-8	-5
Income Top Third	-6	-6	-7	-9	-10	-9	-9	-8	-8	-11	-12	-10	-7
Educ High School or Less	-4	-3	-3	-4	-6	-7	-6	-5	-3	-4	-6	-6	-4
Educ Some College	-4	-5	-6	-9	-10	-9	-9	-7	-7	-9	-11	-10	-8
Educ College Degree	-2	-4	-6	-7	-9	-10	-9	-7	-6	-8	-9	-8	-5
Democrat	3	-1	-2	-3	-5	-5	-5	-2	-1	-3	-4	-4	-1
Independent	-4	-5	-7	-8	-9	-9	-8	-6	-7	-8	-10	-9	-6
Republican	-11	-10	-11	-11	-13	-13	-13	-12	-11	-11	-12	-12	-11

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.

*: Less than half of one percent.