

TABLE 27

TREND IN PAST AND EXPECTED 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
TREND:													
Continuous increase (a)	11%	12%	12%	10%	11%	15%	16%	14%	13%	11%	13%	13%	18%
Intermittent increase (b)	22	18	20	16	16	16	20	23	20	18	14	21	23
Remain unchanged (c)	5	4	6	6	4	5	5	4	5	7	5	5	5
Intermittent decline (d)	23	26	20	26	23	28	27	22	24	25	25	22	23
Continuous decline (e)	26	24	30	30	33	25	21	25	25	27	32	23	17
Mixed change (f)	11	14	11	10	10	9	8	10	10	9	9	13	11
DK, NA	2	2	1	2	3	2	3	2	3	3	2	3	3
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
CASES	600	602	603	601	605	600	601	604	603	605	600	600	601
INDEX SCORE	84	80	82	70	71	78	88	90	84	77	70	89	101

TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS - INDEX SCORE
THREE MONTH MOVING AVERAGES

All	74	79	82	77	74	73	79	85	87	84	77	79	87
Age 18 to 44	82	85	86	79	77	75	81	84	86	81	74	75	84
Age 45 to 64	65	71	73	72	64	66	69	82	85	84	75	76	79
Age 65+	73	80	89	84	84	79	87	89	93	87	83	86	97
Income Bottom Third	85	88	88	81	77	77	77	80	78	79	76	75	81
Income Middle Third	69	74	78	75	73	69	78	84	89	82	74	79	90
Income Top Third	69	75	80	77	74	74	83	93	95	89	81	82	92
Educ High School or Less	73	82	87	80	70	64	66	69	67	65	63	67	71
Educ Some College	78	76	77	74	74	74	75	84	87	85	71	69	77
Educ College Degree	73	79	85	81	79	78	86	93	97	92	86	88	98
Democrat	108	108	109	108	111	113	124	132	135	130	124	121	130
Independent	73	80	84	77	69	66	69	80	83	82	71	72	79
Republican	37	41	49	46	46	41	42	43	46	43	36	44	48

Combination of the responses to the questions on Tables 25 and 26.

Key: (a) Better than a year ago/Better a year from now

(b) Better/Same or Same/Better

(c) Same/Same

(d) Worse/Same or Same/Worse

(e) Worse/Worse

(f) Worse/Better or Better/Worse

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