# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

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.

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| March | 1978 | 19 | 48 | 49 | 71 |
| April | 1978 | 20 | 48 | 49 | 71 |
| May | 1978 | 25 | 49 | 46 | 76 |
| June | 1978 | 29 | 45 | 46 | 83 |
| July | 1978 | 28 | 49 | 43 | 79 |
| August | 1978 | 25 | 50 | 43 | 75 |
| September | 1978 | 26 | 43 | 47 | 82 |
| October | 1978 | 26 | 44 | 47 | 82 |
| November | 1978 | 24 | 46 | 48 | 78 |
| December | 1978 | 22 | 55 | 43 | 67 |
| January | 1979 | 20 | 58 | 42 | 62 |
| February | 1979 | 19 | 62 | 40 | 57 |
| March | 1979 | 17 | 68 | 39 | 49 |
| April | 1979 | 18 | 73 | 35 | 44 |
| May | 1979 | 18 | 71 | 35 | 47 |
| June | 1979 | 17 | 69 | 38 | 48 |
| July | 1979 | 16 | 76 | 36 | 40 |
| August | 1979 | 14 | 89 | 31 | 25 |
| September | 1979 | 14 | 90 | 31 | 24 |
| October | 1979 | 13 | 81 | 37 | 31 |
| November | 1979 | 12 | 80 | 38 | 32 |
| December | 1979 | 10 | 83 | 38 | 27 |
| January | 1980 | 14 | 89 | 34 | 26 |
| February | 1980 | 16 | 84 | 36 | 32 |
| March | 1980 | 17 | 84 | 35 | 33 |
| April | 1980 | 12 | 87 | 37 | 25 |
| May | 1980 | 9 | 96 | 34 | 14 |
| June | 1980 | 11 | 102 | 28 | 9 |
| July | 1980 | 17 | 105 | 24 | 13 |
| August | 1980 | 22 | 100 | 25 | 22 |
| September | 1980 | 29 | 87 | 29 | 42 |
| October | 1980 | 28 | 81 | 29 | 47 |
| November | 1980 | 29 | 69 | 36 | 60 |
| December | 1980 | 22 | 73 | 37 | 49 |
| January | 1981 | 19 | 72 | 41 | 47 |
| February | 1981 | 20 | 71 | 40 | 49 |
| March | 1981 | 27 | 65 | 39 | 62 |
| April | 1981 | 32 | 52 | 43 | 80 |
| May | 1981 | 35 | 49 | 43 | 86 |
| June | 1981 | 33 | 48 | 45 | 85 |
| July | 1981 | 29 | 50 | 47 | 79 |
| August | 1981 | 29 | 52 | 46 | 77 |
| September | 1981 | 29 | 58 | 44 | 71 |
| October | 1981 | 27 | 63 | 41 | 64 |
| November | 1981 | 21 | 72 | 40 | 49 |
| December | 1981 | 20 | 75 | 38 | 46 |
| January | 1982 | 22 | 83 | 33 | 40 |
| February | 1982 | 23 | 93 | 27 | 31 |
| March | 1982 | 22 | 104 | 24 | 18 |
| April | 1982 | 22 | 107 | 24 | 15 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| May | 1982 | 23 | 100 | 26 | 23 |
| June | 1982 | 23 | 94 | 28 | 29 |
| July | 1982 | 21 | 94 | 29 | 27 |
| August | 1982 | 24 | 94 | 28 | 30 |
| September | 1982 | 31 | 90 | 25 | 41 |
| October | 1982 | 39 | 81 | 24 | 58 |
| November | 1982 | 46 | 76 | 23 | 70 |
| December | 1982 | 44 | 78 | 23 | 66 |
| January | 1983 | 46 | 78 | 22 | 69 |
| February | 1983 | 48 | 74 | 25 | 74 |
| March | 1983 | 65 | 57 | 26 | 108 |
| April | 1983 | 78 | 44 | 25 | 134 |
| May | 1983 | 90 | 32 | 25 | 158 |
| June | 1983 | 89 | 32 | 24 | 158 |
| July | 1983 | 86 | 30 | 28 | 156 |
| August | 1983 | 80 | 33 | 28 | 146 |
| September | 1983 | 76 | 31 | 33 | 145 |
| October | 1983 | 73 | 31 | 35 | 142 |
| November | 1983 | 73 | 29 | 37 | 144 |
| December | 1983 | 73 | 29 | 35 | 144 |
| January | 1984 | 82 | 25 | 31 | 157 |
| February | 1984 | 82 | 26 | 30 | 156 |
| March | 1984 | 80 | 28 | 32 | 152 |
| April | 1984 | 65 | 34 | 39 | 131 |
| May | 1984 | 56 | 38 | 40 | 118 |
| June | 1984 | 54 | 44 | 38 | 109 |
| July | 1984 | 51 | 48 | 36 | 103 |
| August | 1984 | 54 | 45 | 34 | 110 |
| September | 1984 | 50 | 46 | 35 | 104 |
| October | 1984 | 54 | 43 | 34 | 111 |
| November | 1984 | 49 | 42 | 39 | 107 |
| December | 1984 | 51 | 39 | 40 | 112 |
| January | 1985 | 53 | 40 | 39 | 113 |
| February | 1985 | 60 | 42 | 33 | 118 |
| March | 1985 | 54 | 41 | 38 | 113 |
| April | 1985 | 46 | 45 | 41 | 100 |
| May | 1985 | 34 | 50 | 46 | 84 |
| June | 1985 | 37 | 53 | 44 | 84 |
| July | 1985 | 41 | 48 | 43 | 93 |
| August | 1985 | 43 | 46 | 43 | 97 |
| September | 1985 | 39 | 48 | 42 | 91 |
| October | 1985 | 35 | 50 | 44 | 85 |
| November | 1985 | 35 | 51 | 44 | 84 |
| December | 1985 | 37 | 48 | 44 | 89 |
| January | 1986 | 41 | 48 | 41 | 93 |
| February | 1986 | 42 | 50 | 39 | 92 |
| March | 1986 | 44 | 54 | 36 | 90 |
| April | 1986 | 52 | 50 | 35 | 102 |
| May | 1986 | 55 | 47 | 37 | 108 |
| June | 1986 | 54 | 43 | 38 | 111 |
| July | 1986 | 46 | 45 | 41 | 100 |
| August | 1986 | 41 | 51 | 39 | 89 |
| September | 1986 | 38 | 56 | 40 | 82 |
| October | 1986 | 34 | 58 | 42 | 76 |
| November | 1986 | 35 | 56 | 42 | 79 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| December | 1986 | 32 | 59 | 41 | 73 |
| January | 1987 | 30 | 64 | 39 | 66 |
| February | 1987 | 29 | 65 | 38 | 64 |
| March | 1987 | 29 | 63 | 38 | 67 |
| April | 1987 | 31 | 60 | 40 | 71 |
| May | 1987 | 29 | 59 | 41 | 69 |
| June | 1987 | 32 | 58 | 41 | 74 |
| July | 1987 | 35 | 56 | 41 | 79 |
| August | 1987 | 37 | 56 | 40 | 81 |
| September | 1987 | 32 | 55 | 44 | 77 |
| October | 1987 | 30 | 55 | 45 | 74 |
| November | 1987 | 26 | 66 | 41 | 59 |
| December | 1987 | 26 | 76 | 36 | 50 |
| January | 1988 | 24 | 83 | 32 | 42 |
| February | 1988 | 28 | 78 | 33 | 50 |
| March | 1988 | 31 | 69 | 34 | 62 |
| April | 1988 | 34 | 58 | 37 | 76 |
| May | 1988 | 37 | 50 | 40 | 87 |
| June | 1988 | 37 | 46 | 44 | 91 |
| July | 1988 | 36 | 50 | 42 | 87 |
| August | 1988 | 34 | 47 | 47 | 87 |
| September | 1988 | 33 | 49 | 46 | 84 |
| October | 1988 | 32 | 46 | 49 | 86 |
| November | 1988 | 29 | 45 | 49 | 84 |
| December | 1988 | 28 | 49 | 48 | 79 |
| January | 1989 | 27 | 50 | 49 | 78 |
| February | 1989 | 29 | 54 | 45 | 75 |
| March | 1989 | 27 | 58 | 44 | 69 |
| April | 1989 | 26 | 67 | 39 | 58 |
| May | 1989 | 25 | 71 | 38 | 53 |
| June | 1989 | 26 | 64 | 42 | 62 |
| July | 1989 | 32 | 57 | 41 | 75 |
| August | 1989 | 31 | 52 | 44 | 79 |
| September | 1989 | 34 | 47 | 44 | 87 |
| October | 1989 | 31 | 44 | 46 | 86 |
| November | 1989 | 30 | 42 | 48 | 88 |
| December | 1989 | 26 | 49 | 46 | 77 |
| January | 1990 | 26 | 50 | 47 | 77 |
| February | 1990 | 27 | 57 | 43 | 70 |
| March | 1990 | 30 | 58 | 42 | 72 |
| April | 1990 | 28 | 65 | 40 | 64 |
| May | 1990 | 26 | 67 | 39 | 59 |
| June | 1990 | 25 | 66 | 40 | 59 |
| July | 1990 | 24 | 63 | 42 | 61 |
| August | 1990 | 24 | 64 | 43 | 60 |
| September | 1990 | 19 | 76 | 41 | 43 |
| October | 1990 | 15 | 93 | 34 | 22 |
| November | 1990 | 11 | 105 | 30 | 6 |
| December | 1990 | 10 | 106 | 27 | 4 |
| January | 1991 | 11 | 104 | 26 | 7 |
| February | 1991 | 11 | 102 | 27 | 9 |
| March | 1991 | 19 | 98 | 26 | 21 |
| April | 1991 | 24 | 92 | 27 | 32 |
| May | 1991 | 32 | 84 | 27 | 49 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| June | 1991 | 33 | 76 | 31 | 57 |
| July | 1991 | 37 | 69 | 31 | 68 |
| August | 1991 | 37 | 65 | 32 | 72 |
| September | 1991 | 36 | 69 | 31 | 67 |
| October | 1991 | 30 | 67 | 36 | 63 |
| November | 1991 | 25 | 79 | 34 | 46 |
| December | 1991 | 19 | 90 | 33 | 29 |
| January | 1992 | 18 | 100 | 27 | 18 |
| February | 1992 | 22 | 101 | 26 | 21 |
| March | 1992 | 28 | 94 | 26 | 34 |
| April | 1992 | 32 | 86 | 28 | 46 |
| May | 1992 | 36 | 76 | 32 | 59 |
| June | 1992 | 40 | 71 | 31 | 69 |
| July | 1992 | 36 | 70 | 33 | 66 |
| August | 1992 | 36 | 74 | 31 | 62 |
| September | 1992 | 33 | 78 | 33 | 54 |
| October | 1992 | 32 | 79 | 33 | 53 |
| November | 1992 | 30 | 75 | 36 | 55 |
| December | 1992 | 37 | 67 | 36 | 70 |
| January | 1993 | 46 | 63 | 36 | 83 |
| February | 1993 | 53 | 58 | 34 | 94 |
| March | 1993 | 50 | 61 | 36 | 88 |
| April | 1993 | 48 | 63 | 35 | 84 |
| May | 1993 | 43 | 66 | 36 | 77 |
| June | 1993 | 38 | 67 | 37 | 70 |
| July | 1993 | 32 | 74 | 38 | 58 |
| August | 1993 | 32 | 75 | 37 | 58 |
| September | 1993 | 34 | 75 | 36 | 60 |
| October | 1993 | 35 | 69 | 37 | 66 |
| November | 1993 | 36 | 65 | 38 | 71 |
| December | 1993 | 42 | 61 | 37 | 81 |
| January | 1994 | 52 | 55 | 35 | 97 |
| February | 1994 | 57 | 52 | 34 | 105 |
| March | 1994 | 59 | 50 | 34 | 109 |
| April | 1994 | 53 | 55 | 34 | 98 |
| May | 1994 | 49 | 57 | 36 | 92 |
| June | 1994 | 42 | 55 | 40 | 87 |
| July | 1994 | 40 | 52 | 43 | 88 |
| August | 1994 | 38 | 55 | 42 | 83 |
| September | 1994 | 40 | 58 | 38 | 82 |
| October | 1994 | 43 | 57 | 38 | 86 |
| November | 1994 | 44 | 52 | 40 | 93 |
| December | 1994 | 47 | 52 | 38 | 95 |
| January | 1995 | 48 | 48 | 39 | 100 |
| February | 1995 | 45 | 53 | 37 | 92 |
| March | 1995 | 40 | 49 | 42 | 91 |
| April | 1995 | 34 | 51 | 44 | 83 |
| May | 1995 | 34 | 47 | 48 | 87 |
| June | 1995 | 34 | 49 | 45 | 85 |
| July | 1995 | 37 | 49 | 44 | 88 |
| August | 1995 | 42 | 49 | 41 | 93 |
| September | 1995 | 41 | 46 | 44 | 95 |
| October | 1995 | 38 | 46 | 45 | 92 |
| November | 1995 | 34 | 47 | 47 | 87 |
| December | 1995 | 35 | 45 | 47 | 90 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| January | 1996 | 34 | 53 | 45 | 81 |
| February | 1996 | 35 | 58 | 41 | 77 |
| March | 1996 | 39 | 62 | 37 | 77 |
| April | 1996 | 40 | 55 | 39 | 85 |
| May | 1996 | 37 | 53 | 42 | 84 |
| June | 1996 | 31 | 51 | 46 | 80 |
| July | 1996 | 34 | 53 | 43 | 81 |
| August | 1996 | 36 | 53 | 41 | 83 |
| September | 1996 | 38 | 50 | 42 | 88 |
| October | 1996 | 37 | 45 | 45 | 92 |
| November | 1996 | 39 | 33 | 52 | 106 |
| December | 1996 | 40 | 31 | 52 | 108 |
| January | 1997 | 41 | 33 | 49 | 108 |
| February | 1997 | 41 | 36 | 48 | 105 |
| March | 1997 | 40 | 39 | 47 | 100 |
| April | 1997 | 35 | 42 | 48 | 92 |
| May | 1997 | 35 | 46 | 44 | 89 |
| June | 1997 | 38 | 41 | 42 | 97 |
| July | 1997 | 45 | 29 | 46 | 116 |
| August | 1997 | 46 | 27 | 47 | 119 |
| September | 1997 | 46 | 27 | 48 | 119 |
| October | 1997 | 44 | 32 | 46 | 112 |
| November | 1997 | 45 | 35 | 44 | 109 |
| December | 1997 | 41 | 38 | 44 | 103 |
| January | 1998 | 39 | 39 | 43 | 100 |
| February | 1998 | 37 | 34 | 46 | 103 |
| March | 1998 | 39 | 30 | 49 | 109 |
| April | 1998 | 42 | 27 | 51 | 115 |
| May | 1998 | 41 | 28 | 51 | 113 |
| June | 1998 | 39 | 29 | 50 | 110 |
| July | 1998 | 35 | 34 | 47 | 101 |
| August | 1998 | 31 | 38 | 46 | 93 |
| September | 1998 | 26 | 48 | 44 | 78 |
| October | 1998 | 26 | 52 | 42 | 74 |
| November | 1998 | 27 | 55 | 39 | 73 |
| December | 1998 | 30 | 53 | 38 | 78 |
| January | 1999 | 32 | 49 | 41 | 83 |
| February | 1999 | 35 | 46 | 42 | 89 |
| March | 1999 | 33 | 39 | 47 | 94 |
| April | 1999 | 31 | 38 | 48 | 93 |
| May | 1999 | 31 | 33 | 50 | 98 |
| June | 1999 | 34 | 32 | 50 | 102 |
| July | 1999 | 36 | 32 | 49 | 104 |
| August | 1999 | 33 | 37 | 50 | 96 |
| September | 1999 | 30 | 40 | 50 | 90 |
| October | 1999 | 28 | 42 | 50 | 86 |
| November | 1999 | 26 | 42 | 51 | 85 |
| December | 1999 | 31 | 36 | 52 | 95 |
| January | 2000 | 34 | 32 | 53 | 102 |
| February | 2000 | 37 | 30 | 51 | 107 |
| March | 2000 | 33 | 40 | 48 | 93 |
| April | 2000 | 31 | 44 | 46 | 87 |
| May | 2000 | 26 | 49 | 45 | 77 |
| June | 2000 | 24 | 51 | 45 | 73 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| July | 2000 | 22 | 54 | 45 | 68 |
| August | 2000 | 22 | 55 | 45 | 67 |
| September | 2000 | 22 | 50 | 47 | 72 |
| October | 2000 | 17 | 50 | 49 | 68 |
| November | 2000 | 16 | 48 | 51 | 68 |
| December | 2000 | 14 | 53 | 50 | 61 |
| January | 2001 | 17 | 64 | 43 | 54 |
| February | 2001 | 18 | 79 | 35 | 39 |
| March | 2001 | 20 | 88 | 28 | 32 |
| April | 2001 | 16 | 91 | 29 | 25 |
| May | 2001 | 14 | 89 | 30 | 26 |
| June | 2001 | 13 | 82 | 35 | 31 |
| July | 2001 | 19 | 78 | 34 | 41 |
| August | 2001 | 21 | 78 | 33 | 44 |
| September | 2001 | 21 | 90 | 26 | 31 |
| October | 2001 | 18 | 102 | 23 | 16 |
| November | 2001 | 14 | 110 | 21 | 5 |
| December | 2001 | 14 | 108 | 21 | 7 |
| January | 2002 | 15 | 103 | 21 | 12 |
| February | 2002 | 20 | 100 | 20 | 20 |
| March | 2002 | 24 | 95 | 22 | 29 |
| April | 2002 | 32 | 82 | 24 | 50 |
| May | 2002 | 33 | 72 | 30 | 60 |
| June | 2002 | 33 | 71 | 31 | 62 |
| July | 2002 | 24 | 81 | 30 | 43 |
| August | 2002 | 20 | 91 | 26 | 29 |
| September | 2002 | 16 | 98 | 25 | 18 |
| October | 2002 | 16 | 100 | 25 | 16 |
| November | 2002 | 18 | 97 | 29 | 21 |
| December | 2002 | 20 | 91 | 31 | 29 |
| January | 2003 | 25 | 86 | 29 | 39 |
| February | 2003 | 25 | 87 | 28 | 38 |
| March | 2003 | 25 | 90 | 26 | 36 |
| April | 2003 | 23 | 87 | 30 | 35 |
| May | 2003 | 24 | 82 | 31 | 42 |
| June | 2003 | 28 | 73 | 35 | 55 |
| July | 2003 | 31 | 68 | 35 | 63 |
| August | 2003 | 36 | 60 | 36 | 76 |
| September | 2003 | 35 | 62 | 32 | 73 |
| October | 2003 | 37 | 61 | 32 | 76 |
| November | 2003 | 41 | 58 | 32 | 83 |
| December | 2003 | 50 | 50 | 34 | 100 |
| January | 2004 | 58 | 44 | 32 | 114 |
| February | 2004 | 57 | 45 | 32 | 112 |
| March | 2004 | 52 | 49 | 32 | 103 |
| April | 2004 | 47 | 54 | 32 | 93 |
| May | 2004 | 47 | 58 | 29 | 89 |
| June | 2004 | 51 | 54 | 30 | 97 |
| July | 2004 | 53 | 52 | 31 | 101 |
| August | 2004 | 48 | 52 | 34 | 96 |
| September | 2004 | 41 | 57 | 35 | 84 |
| October | 2004 | 36 | 59 | 36 | 77 |
| November | 2004 | 35 | 57 | 38 | 78 |
| December | 2004 | 39 | 53 | 40 | 87 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| January | 2005 | 42 | 49 | 41 | 92 |
| February | 2005 | 44 | 47 | 42 | 97 |
| March | 2005 | 38 | 49 | 44 | 89 |
| April | 2005 | 30 | 55 | 46 | 75 |
| May | 2005 | 25 | 60 | 46 | 65 |
| June | 2005 | 27 | 61 | 42 | 66 |
| July | 2005 | 31 | 58 | 41 | 72 |
| August | 2005 | 32 | 55 | 41 | 77 |
| September | 2005 | 27 | 60 | 41 | 66 |
| October | 2005 | 20 | 70 | 40 | 51 |
| November | 2005 | 19 | 76 | 38 | 43 |
| December | 2005 | 24 | 77 | 34 | 47 |
| January | 2006 | 30 | 69 | 35 | 62 |
| February | 2006 | 32 | 65 | 35 | 67 |
| March | 2006 | 32 | 63 | 38 | 69 |
| April | 2006 | 32 | 64 | 36 | 68 |
| May | 2006 | 29 | 67 | 37 | 62 |
| June | 2006 | 26 | 71 | 36 | 55 |
| July | 2006 | 21 | 74 | 37 | 47 |
| August | 2006 | 21 | 76 | 37 | 45 |
| September | 2006 | 24 | 74 | 38 | 50 |
| October | 2006 | 32 | 70 | 37 | 61 |
| November | 2006 | 39 | 64 | 37 | 75 |
| December | 2006 | 39 | 59 | 39 | 81 |
| January | 2007 | 37 | 55 | 41 | 82 |
| February | 2007 | 34 | 52 | 44 | 81 |
| March | 2007 | 29 | 59 | 42 | 71 |
| April | 2007 | 23 | 64 | 43 | 59 |
| May | 2007 | 22 | 72 | 40 | 50 |
| June | 2007 | 24 | 69 | 41 | 55 |
| July | 2007 | 26 | 64 | 42 | 62 |
| August | 2007 | 24 | 68 | 41 | 55 |
| September | 2007 | 21 | 70 | 41 | 51 |
| October | 2007 | 21 | 82 | 35 | 39 |
| November | 2007 | 22 | 85 | 35 | 37 |
| December | 2007 | 20 | 96 | 31 | 24 |
| January | 2008 | 17 | 96 | 31 | 21 |
| February | 2008 | 15 | 101 | 29 | 14 |
| March | 2008 | 14 | 102 | 27 | 12 |
| April | 2008 | 13 | 114 | 24 | -1 |
| May | 2008 | 12 | 117 | 22 | -5 |
| June | 2008 | 10 | 122 | 21 | -12 |
| July | 2008 | 9 | 121 | 22 | -12 |
| August | 2008 | 9 | 123 | 23 | -14 |
| September | 2008 | 13 | 121 | 24 | -8 |
| October | 2008 | 12 | 128 | 21 | -16 |
| November | 2008 | 12 | 136 | 17 | -25 |
| December | 2008 | 9 | 142 | 15 | -32 |
| January | 2009 | 9 | 138 | 16 | -29 |
| February | 2009 | 9 | 138 | 15 | -29 |
| March | 2009 | 11 | 140 | 14 | -29 |
| April | 2009 | 16 | 135 | 14 | -19 |
| May | 2009 | 23 | 124 | 14 | -1 |
| June | 2009 | 29 | 111 | 16 | 19 |
| July | 2009 | 32 | 102 | 19 | 30 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| August | 2009 | 35 | 91 | 24 | 44 |
| September | 2009 | 44 | 80 | 25 | 63 |
| October | 2009 | 50 | 77 | 24 | 73 |
| November | 2009 | 52 | 74 | 26 | 78 |
| December | 2009 | 48 | 78 | 26 | 70 |
| January | 2010 | 48 | 70 | 29 | 78 |
| February | 2010 | 44 | 72 | 29 | 72 |
| March | 2010 | 43 | 68 | 32 | 75 |
| April | 2010 | 45 | 74 | 28 | 71 |
| May | 2010 | 50 | 72 | 26 | 79 |
| June | 2010 | 49 | 73 | 23 | 76 |
| July | 2010 | 43 | 75 | 27 | 68 |
| August | 2010 | 40 | 73 | 31 | 67 |
| September | 2010 | 38 | 72 | 33 | 67 |
| October | 2010 | 40 | 71 | 34 | 69 |
| November | 2010 | 42 | 70 | 32 | 72 |
| December | 2010 | 46 | 66 | 32 | 80 |
| January | 2011 | 50 | 57 | 33 | 93 |
| February | 2011 | 52 | 50 | 37 | 103 |
| March | 2011 | 54 | 52 | 35 | 102 |
| April | 2011 | 51 | 60 | 33 | 91 |
| May | 2011 | 49 | 68 | 29 | 81 |
| June | 2011 | 41 | 71 | 31 | 70 |
| July | 2011 | 38 | 75 | 30 | 63 |
| August | 2011 | 28 | 89 | 31 | 39 |
| September | 2011 | 26 | 93 | 30 | 34 |
| October | 2011 | 26 | 90 | 32 | 36 |
| November | 2011 | 30 | 86 | 31 | 44 |
| December | 2011 | 36 | 80 | 29 | 55 |
| January | 2012 | 42 | 73 | 31 | 70 |
| February | 2012 | 52 | 58 | 34 | 94 |
| March | 2012 | 62 | 53 | 33 | 108 |
| April | 2012 | 63 | 53 | 31 | 110 |
| May | 2012 | 61 | 52 | 32 | 109 |
| June | 2012 | 53 | 53 | 35 | 100 |
| July | 2012 | 48 | 59 | 36 | 89 |
| August | 2012 | 41 | 67 | 36 | 74 |
| September | 2012 | 39 | 68 | 36 | 71 |
| October | 2012 | 42 | 61 | 38 | 81 |
| November | 2012 | 44 | 60 | 36 | 84 |
| December | 2012 | 43 | 61 | 37 | 82 |
| January | 2013 | 42 | 69 | 34 | 74 |
| February | 2013 | 44 | 66 | 34 | 78 |
| March | 2013 | 46 | 69 | 30 | 76 |
| April | 2013 | 46 | 67 | 32 | 79 |
| May | 2013 | 53 | 64 | 31 | 89 |
| June | 2013 | 57 | 53 | 33 | 104 |
| July | 2013 | 58 | 52 | 33 | 106 |
| August | 2013 | 53 | 52 | 34 | 101 |
| September | 2013 | 49 | 60 | 34 | 90 |
| October | 2013 | 41 | 68 | 34 | 73 |
| November | 2013 | 35 | 83 | 32 | 53 |
| December | 2013 | 33 | 85 | 34 | 48 |
| January | 2014 | 40 | 79 | 34 | 62 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| February | 2014 | 43 | 69 | 36 | 75 |
| March | 2014 | 44 | 64 | 36 | 80 |
| April | 2014 | 42 | 62 | 38 | 79 |
| May | 2014 | 40 | 62 | 39 | 78 |
| June | 2014 | 38 | 61 | 41 | 77 |
| July | 2014 | 43 | 62 | 38 | 80 |
| August | 2014 | 43 | 61 | 38 | 82 |
| September | 2014 | 46 | 63 | 36 | 83 |
| October | 2014 | 43 | 59 | 38 | 85 |
| November | 2014 | 48 | 56 | 37 | 92 |
| December | 2014 | 54 | 50 | 37 | 104 |
| January | 2015 | 60 | 46 | 36 | 114 |
| February | 2015 | 62 | 45 | 35 | 117 |
| March | 2015 | 58 | 50 | 36 | 108 |
| April | 2015 | 53 | 51 | 38 | 102 |
| May | 2015 | 47 | 52 | 40 | 94 |
| June | 2015 | 45 | 51 | 43 | 94 |
| July | 2015 | 42 | 51 | 43 | 92 |
| August | 2015 | 44 | 51 | 41 | 93 |
| September | 2015 | 43 | 55 | 38 | 88 |
| October | 2015 | 40 | 62 | 37 | 78 |
| November | 2015 | 39 | 65 | 38 | 74 |
| December | 2015 | 40 | 64 | 40 | 77 |
| January | 2016 | 43 | 63 | 37 | 80 |
| February | 2016 | 43 | 68 | 35 | 75 |
| March | 2016 | 40 | 65 | 37 | 75 |
| April | 2016 | 36 | 67 | 40 | 69 |
| May | 2016 | 35 | 62 | 43 | 73 |
| June | 2016 | 37 | 63 | 42 | 74 |
| July | 2016 | 37 | 60 | 42 | 77 |
| August | 2016 | 33 | 61 | 44 | 72 |
| September | 2016 | 32 | 60 | 44 | 72 |
| October | 2016 | 33 | 58 | 46 | 75 |
| November | 2016 | 39 | 52 | 44 | 86 |
| December | 2016 | 46 | 51 | 41 | 95 |
| January | 2017 | 56 | 50 | 35 | 106 |
| February | 2017 | 64 | 52 | 30 | 112 |
| March | 2017 | 71 | 55 | 25 | 116 |
| April | 2017 | 69 | 54 | 26 | 115 |
| May | 2017 | 66 | 51 | 30 | 115 |
| June | 2017 | 59 | 54 | 32 | 105 |
| July | 2017 | 56 | 52 | 34 | 104 |
| August | 2017 | 53 | 54 | 36 | 99 |
| September | 2017 | 53 | 52 | 37 | 101 |
| October | 2017 | 54 | 52 | 36 | 102 |
| November | 2017 | 61 | 47 | 33 | 114 |
| December | 2017 | 64 | 46 | 31 | 117 |
| January | 2018 | 69 | 45 | 29 | 124 |
| February | 2018 | 72 | 49 | 26 | 123 |
| March | 2018 | 71 | 51 | 27 | 120 |
| April | 2018 | 67 | 57 | 27 | 110 |
| May | 2018 | 59 | 65 | 28 | 94 |
| June | 2018 | 62 | 65 | 26 | 97 |
| July | 2018 | 59 | 69 | 25 | 90 |
| August | 2018 | 59 | 69 | 25 | 90 |

# AGE 35 TO 54
# TABLE 23
# NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS
# (Three Month Moving Averages)

| Date of Survey | | Favorable News | Unfavorable News | No Mentions | Relative |
|---|---|---|---|---|---|
| September | 2018 | 54 | 74 | 26 | 80 |
| October | 2018 | 55 | 70 | 28 | 84 |
| November | 2018 | 56 | 69 | 29 | 87 |
| December | 2018 | 51 | 73 | 29 | 78 |
| January | 2019 | 45 | 79 | 30 | 66 |
| February | 2019 | 39 | 82 | 31 | 57 |
| March | 2019 | 41 | 74 | 34 | 67 |
| April | 2019 | 43 | 65 | 36 | 77 |
| May | 2019 | 44 | 61 | 36 | 84 |
| June | 2019 | 44 | 67 | 33 | 77 |
| July | 2019 | 41 | 69 | 34 | 72 |
| August | 2019 | 37 | 75 | 33 | 63 |
| September | 2019 | 37 | 77 | 31 | 60 |
| October | 2019 | 38 | 81 | 29 | 57 |
| November | 2019 | 41 | 79 | 29 | 62 |
| December | 2019 | 44 | 73 | 31 | 71 |
| January | 2020 | 46 | 66 | 35 | 80 |
| February | 2020 | 49 | 59 | 38 | 90 |
| March | 2020 | 41 | 66 | 38 | 74 |
| April | 2020 | 32 | 91 | 29 | 41 |
| May | 2020 | 21 | 121 | 19 | 0 |
| June | 2020 | 23 | 135 | 10 | -12 |
| July | 2020 | 24 | 133 | 10 | -9 |
| August | 2020 | 27 | 127 | 10 | 0 |
| September | 2020 | 30 | 120 | 12 | 10 |
| October | 2020 | 33 | 113 | 14 | 20 |
| November | 2020 | 37 | 108 | 16 | 29 |
| December | 2020 | 37 | 104 | 18 | 33 |
| January | 2021 | 37 | 105 | 17 | 32 |
| February | 2021 | 39 | 96 | 20 | 42 |
| March | 2021 | 46 | 90 | 20 | 55 |
| April | 2021 | 56 | 75 | 22 | 81 |
| May | 2021 | 62 | 74 | 19 | 89 |
| June | 2021 | 63 | 75 | 18 | 88 |
| July | 2021 | 60 | 78 | 19 | 82 |
| August | 2021 | 59 | 81 | 18 | 77 |
| September | 2021 | 51 | 88 | 20 | 64 |
| October | 2021 | 45 | 96 | 19 | 49 |
| November | 2021 | 36 | 104 | 19 | 32 |
| December | 2021 | 35 | 108 | 19 | 27 |
| January | 2022 | 35 | 114 | 16 | 21 |
| February | 2022 | 34 | 114 | 16 | 20 |
| March | 2022 | 30 | 111 | 19 | 19 |
| April | 2022 | 28 | 107 | 23 | 21 |
| May | 2022 | 27 | 108 | 23 | 19 |
| June | 2022 | 28 | 111 | 20 | 16 |
| July | 2022 | 22 | 118 | 20 | 3 |
| August | 2022 | 23 | 114 | 21 | 9 |
| September | 2022 | 23 | 113 | 22 | 10 |
| October | 2022 | 23 | 112 | 21 | 11 |
| November | 2022 | 21 | 115 | 21 | 6 |
| December | 2022 | 22 | 109 | 23 | 14 |
| January | 2023 | 27 | 98 | 26 | 29 |
| February | 2023 | 29 | 92 | 30 | 37 |