

TABLE 23

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023	Oct 2023	Nov 2023	Dec 2023	Jan 2024	Feb 2024	Mar 2024	Apr 2024	May 2024
FAVORABLE NEWS	21%	28%	38%	37%	31%	26%	25%	37%	48%	44%	37%	36%	29%
UNFAVORABLE NEWS	108	86	74	72	79	82	88	64	59	65	64	63	71
NO MENTIONS	26	31	32	34	35	35	33	38	38	35	39	28	39
INDEX SCORE	13	42	64	65	52	44	37	73	89	79	73	73	58

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

All	22	24	40	57	60	54	44	51	66	80	80	75	68
Age 18 to 44	19	20	41	57	59	50	39	43	59	73	79	71	66
Age 45 to 64	21	27	32	50	53	51	40	52	65	84	76	71	61
Age 65+	30	29	49	68	74	63	56	59	77	87	89	84	76
Income Bottom Third	38	41	47	58	63	60	53	50	57	62	59	59	55
Income Middle Third	28	24	41	52	57	50	41	52	71	84	83	71	67
Income Top Third	-1	9	33	60	62	49	36	49	72	97	101	94	81
Educ High School or Less	42	42	47	50	51	44	39	47	59	71	67	67	58
Educ Some College	22	28	35	54	50	50	39	44	52	58	60	55	56
Educ College Degree	13	14	38	61	70	60	48	55	76	95	97	90	78
Democrat	47	53	80	105	110	99	88	94	110	120	123	116	113
Independent	16	17	27	46	51	46	36	38	54	71	72	67	59
Republican	3	2	10	20	20	19	9	25	35	51	47	45	33

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