

TABLE 23

NEWS HEARD OF RECENT CHANGES IN BUSINESS CONDITIONS

	Sep 2022	Oct 2022	Nov 2022	Dec 2022	Jan 2023	Feb 2023	Mar 2023	Apr 2023	May 2023	Jun 2023	Jul 2023	Aug 2023	Sep 2023
FAVORABLE NEWS	30%	22%	22%	27%	30%	30%	26%	21%	21%	28%	38%	38%	31%
UNFAVORABLE NEWS	101	105	100	95	88	90	90	103	108	85	74	72	79
NO MENTIONS	24	26	29	28	31	31	32	28	26	31	32	34	35
INDEX SCORE	29	17	22	32	42	40	36	18	13	43	64	66	52

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

All	17	23	23	24	32	38	39	31	22	25	40	58	61
Age 18 to 44	21	24	23	24	34	38	40	27	19	20	41	57	58
Age 45 to 64	8	13	13	21	26	34	29	30	21	27	32	51	53
Age 65+	26	34	33	28	36	44	52	40	30	29	50	68	75
Income Bottom Third	30	42	48	50	52	54	53	45	39	41	47	58	63
Income Middle Third	24	29	29	29	35	37	41	31	28	24	42	53	57
Income Top Third	1	*	-7	-6	9	22	23	15	*	9	34	61	62
Educ High School or Less	36	40	42	49	55	61	55	50	42	42	47	50	51
Educ Some College	15	19	26	27	37	33	32	26	21	28	35	54	50
Educ College Degree	9	15	11	11	20	30	36	26	14	14	38	62	70
Democrat	44	53	55	51	59	62	65	57	47	53	80	105	110
Independent	19	23	21	21	30	35	34	25	16	17	28	46	51
Republican	-16	-13	-12	-4	3	13	15	10	3	2	10	21	20

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