

TABLE 27

## TREND IN PAST AND EXPECTED CHANGES IN BUSINESS CONDITIONS

|                           | Feb<br>2023 | Mar<br>2023 | Apr<br>2023 | May<br>2023 | Jun<br>2023 | Jul<br>2023 | Aug<br>2023 | Sep<br>2023 | Oct<br>2023 | Nov<br>2023 | Dec<br>2023 | Jan<br>2024 | Feb<br>2024 |
|---------------------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|-------------|
| TREND:                    |             |             |             |             |             |             |             |             |             |             |             |             |             |
| Continuous increase (a)   | 12%         | 12%         | 10%         | 11%         | 15%         | 16%         | 14%         | 13%         | 11%         | 13%         | 13%         | 18%         | 17%         |
| Intermittent increase (b) | 18          | 20          | 16          | 16          | 16          | 20          | 23          | 20          | 18          | 14          | 21          | 23          | 21          |
| Remain unchanged (c)      | 4           | 6           | 6           | 4           | 5           | 5           | 4           | 5           | 7           | 5           | 5           | 5           | 7           |
| Intermittent decline (d)  | 26          | 20          | 26          | 23          | 28          | 27          | 22          | 24          | 25          | 25          | 22          | 23          | 21          |
| Continuous decline (e)    | 24          | 30          | 30          | 33          | 25          | 21          | 25          | 25          | 27          | 32          | 23          | 17          | 18          |
| Mixed change (f)          | 14          | 11          | 10          | 10          | 9           | 8           | 10          | 10          | 9           | 9           | 13          | 11          | 13          |
| DK, NA                    | 2           | 1           | 2           | 3           | 2           | 3           | 2           | 3           | 3           | 2           | 3           | 3           | 3           |
| TOTAL                     | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        | 100%        |
| CASES                     | 602         | 603         | 601         | 605         | 600         | 601         | 604         | 603         | 605         | 600         | 600         | 601         | 602         |
| INDEX SCORE               | 80          | 82          | 70          | 71          | 78          | 88          | 90          | 84          | 77          | 70          | 89          | 101         | 99          |

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

|                          |     |     |     |     |     |     |     |     |     |     |     |     |     |
|--------------------------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| All                      | 79  | 82  | 77  | 74  | 73  | 79  | 85  | 87  | 84  | 77  | 79  | 87  | 96  |
| Age 18 to 44             | 85  | 86  | 79  | 77  | 75  | 81  | 84  | 86  | 81  | 74  | 75  | 84  | 96  |
| Age 45 to 64             | 71  | 73  | 72  | 64  | 66  | 69  | 82  | 85  | 84  | 75  | 76  | 79  | 88  |
| Age 65+                  | 80  | 89  | 84  | 84  | 79  | 87  | 89  | 93  | 87  | 83  | 86  | 97  | 106 |
| Income Bottom Third      | 88  | 88  | 81  | 77  | 77  | 77  | 80  | 78  | 79  | 76  | 75  | 81  | 86  |
| Income Middle Third      | 74  | 78  | 75  | 73  | 69  | 78  | 84  | 89  | 82  | 74  | 79  | 90  | 101 |
| Income Top Third         | 75  | 80  | 77  | 74  | 74  | 83  | 93  | 95  | 89  | 81  | 82  | 92  | 104 |
| Educ High School or Less | 82  | 87  | 80  | 70  | 64  | 66  | 69  | 67  | 65  | 63  | 67  | 71  | 79  |
| Educ Some College        | 76  | 77  | 74  | 74  | 74  | 75  | 84  | 87  | 85  | 71  | 69  | 77  | 85  |
| Educ College Degree      | 79  | 85  | 81  | 79  | 78  | 86  | 93  | 97  | 92  | 86  | 88  | 98  | 109 |
| Democrat                 | 108 | 109 | 108 | 111 | 113 | 124 | 132 | 135 | 130 | 124 | 121 | 130 | 134 |
| Independent              | 80  | 84  | 77  | 69  | 66  | 69  | 80  | 83  | 82  | 71  | 72  | 79  | 93  |
| Republican               | 41  | 49  | 46  | 46  | 41  | 42  | 43  | 46  | 43  | 36  | 44  | 48  | 59  |

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