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West Michigan Current Business Trends

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Tariff Chaos Takes Hold; Economy Backtracks to Flat

Key Take-Aways from July 2025 Statistics:

- **NEW ORDERS Index falls to -4 from +21; Tariffs Blamed.**
- **Industrial Employment Upticks to +13 from +0.**
- **Tariffs Continue to Sow Confusion, But All Firms Not Affected.**

	July	June
↓ NEW ORDERS Index (business improvement)	-4	+21
↓ PRODUCTION Index (aka "output")	+0	+28
↑ EMPLOYMENT Index	+13	+0
↑ LEAD TIMES Index	+0	+4

The Local Economy. Until recently, the impact of the tariff war on the West Michigan industrial economy was fairly limited. In fact, NEW ORDERS, our index of business improvement had been positive for the past seven months, peaking at +21 for June. However, according to the data collected in the last two weeks of July, it appears that tariffs may have finally caught up with West Michigan. Even though the July NEW ORDERS Index turned negative and fell to -4, the overall economic performance for West Michigan can still be described as "flat" because of the moderating influence of the other survey indices. Following a similar pattern, activity in the purchasing officers, the index of PURCHASES, retreated to -2 from +15. The PRODUCTION Index, a.k.a. "output," fell to +0 from +28. For no apparent reason, the EMPLOYMENT Index bucked the trend and rose to +13 from +0. Despite all the tariff trauma, there is still no sign that a recession is imminent. However, business planners remain extremely frustrated with the daily announcements of progress followed by new or revised tariff threats. Even though some new hires, some capital investments, and some new programs have been put on hold, most survey respondents apparently believe that most major tariff agreements

Key Participant Comments for July

"We're waiting to see what automotive does for the second half of the year and TARIFFS."

"We've seen a significant slowdown in orders over the last 30 days. It's believed that due to price increases and tariff uncertainty our customers had an inventory buildup and are now working levels down. Time will tell."

"Not much changed from last month. We're still sorting out the tariff issues and can only scenario plan for now."

"We continue to push back on price increase requests due to tariffs, and we are still day to day on trying to keep up with the changes."

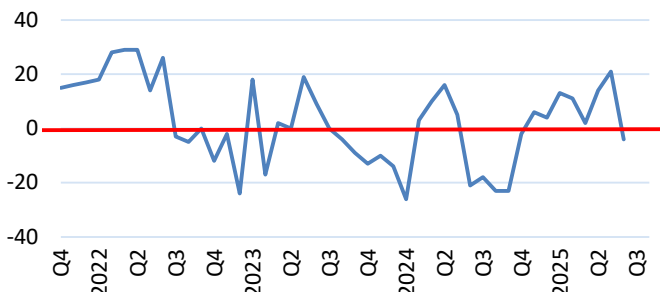
"All items we purchase have started to receive across the board price hikes from our suppliers with tariffs and demand being used as reasons."

will be concluded over the next FEW months, and that the ongoing tariff battles are simply something that we have to endure in order to correct several decades of tariff imbalances. Once these tariff agreements are fully implemented, and even if the resulting "landed" prices are higher, business planners can finally quit trying to guess what the future holds and readjust their business plans and supply chains to the new norm.

The U.S. Economy. Similar to our West Michigan regional survey, the Institute for Supply Management (ISM) conducts a monthly survey for the entire nation. Like our local survey, the July ISM results can best be described as flat. The July ISM index of NEW ORDERS posted unchanged at -7. The PRODUCTION Index for July remained virtually unchanged but edged lower to +1 from +2. ISM's INVENTORIES Index recovered slightly to -4 from -6. The ORDER BACKLOG Index for July remained negative but upticked to -7 from -12. ISM's index of NEW EXPORT ORDERS modestly recovered to -7 from -8. After statistical adjustments, ISM's Composite Index, a compilation of all the aforementioned statistics, remained below the 50.0 break-even point and eased to 48.0 from 49.0. By historical standards, ISM's marginally negative numbers still do not foreshadow an impending recession.

Following the pattern of our local survey, the national monthly survey of U.S. purchasing agents conducted by S&P Global, the British-based economic consulting firm, also flattened from June's fairly positive report. S&P's "headline" index fell below the all-important break-even point of 50.0 and posted at 49.8, down noticeably from June's 52.9. Although both the New Orders and Output (Production) statistics remained marginally positive, most of the other indices fell significantly. However, typical of a slower economy, the rate of price increases improved and the lead times for receiving new materials shortened. Chris Williamson, Chief Business Economist at S&P, further noted:

West Michigan Index of New Orders: 2021-2025



"July saw the first deterioration of manufacturing operating conditions since last December as tariff worries continued to dominate the business environment. The downturn at the start of the third quarter in part reflects the passing of a busy period of tariff-related inventory accumulation in prior months. Factories reported little change in inflows of new orders and reduced stock holdings of both raw materials and finished goods in July. This comes after companies had built up inventories in May and June amid concerns over higher import prices and worsening supply availability resulting from tariff hikes. Input prices continued to rise at a steep rate, with these higher costs often being passed on to customers to drive another month of elevated selling price inflation, but there are signs that these price pressures may have peaked back in June. Optimism about the year ahead has meanwhile taken a knock as factories worry about reduced demand from customers, especially in export markets, and the inflationary impact of tariffs. Employment consequently fell as factories trimmed headcounts amid concerns over rising costs and lower sales."

The World Economy. Following the same pattern of the aforementioned local and national surveys, the world PMI report for July, compiled monthly by J.P. Morgan, has again turned modestly negative. JPM's Global Manufacturing PMI edged lower to 49.7 from June's 50.4, primarily driven by lackluster PMI performances from a few major countries such as the U.S., Japan, and China. New Orders retreated to 49.8 from June's 50.3. The Production Index, which posted a stellar performance of 51.3 in June, fell to 49.7 in July. By far the best world-wide PMI performer was India, partially driven by an influx of firms from both Europe and the U.S. moving new orders out of China to friendlier venues. However, at least some of this movement comes from Indian firms owned by Chinese companies. For our major trading partners, the news is still not very positive. The PMI for Canada remained negative but recovered to 46.1 from 45.6. The Mexico PMI fared better, recovering to 49.1 from 46.3, a six-month high. The PMI for China turned slightly negative, and fell to 49.6 from 50.4. Maia Crook, Global Economist at JPM, further commented:

"The J.P. Morgan global manufacturing output PMI fell back 1.6 points in July, unwinding much of June's gain. At 49.7, the index is consistent with our expectation for global manufacturing to stall in the second half of the year, as industry faces not just a tariff-driven hit to consumption and sentiment but also an unwind of previously front-loaded production. Forward-looking indicators were similarly downbeat, with the future output PMI falling back to its lowest level since the April Liberation Day-induced drop. Underlying July's output PMI fall were sizable declines in the US and Asia, including China, Japan, Taiwan, and Korea."

For many months, rising energy costs and the war in Eastern Europe have dampened the eurozone industrial economy, although increased military spending has resulted in the gradual improvement in the PMIs for most countries. The July composite PMI, compiled by the Hamburg Commercial Bank, remained marginally below the 50.0 break-even point but rose to a 36-month high of 49.8, up from 49.5. Just as last month, positive PMIs were reported by Greece, Ireland, Spain, and the Netherlands, but the PMIs for Germany, Italy, Austria, and France remained slightly negative. The recent agreement by the NATO countries to spend considerably more on defense will probably continue to help the eurozone economy to improve. Dr. Cyrus de la Rubia, Chief Economist at HCB, further noted:

"Manufacturing in the eurozone is cautiously regaining momentum. It is primarily the smaller economies that offer reasons for optimism. The PMIs from Spain and the Netherlands indicate accelerated economic growth, while Ireland and Greece remain in expansion territory. In the three largest economies as well as Austria, the PMI signals that the industrial recession has significantly eased. This broadens the scope of the recovery. With the newly agreed trade framework between the EU and the U.S., uncertainty should decline, and the signs point to a continued upward trend in the coming months. France is currently the biggest drag on growth in the eurozone's manufacturing sector. It is particularly discouraging that production in France has declined over the past two months, while employment has slightly increased during the same period. The problem lies in the resulting drop in productivity, which makes economic growth even harder to achieve. In

Germany, the situation is reversed: production is growing while employment is being reduced. France is also burdened by the prospect of an austerity budget and the associated risk of the current government stepping down. This contrasts with Germany, where much of the growth hopes rest on expansionary fiscal policy and the political situation is significantly more stable than in France. We expect that companies will continue to face sudden supply chain disruptions for the foreseeable future."

Automotive. Automotives sales were supposed to slow by now, because conventional wisdom held that sales for the previous three months had been pulled forward to avoid the impending tariffs. However, the estimated July SAAR (Seasonally Adjusted Annualized Rate) reported by J.D. Power-GlobalData came in at 16.4 million units in July 2025, up from 15.6 million units in July 2024. If the prediction that auto sales will soften does come to pass, it should show up in the August sales report, if at all. Although the total July sales came in strong, the results varied widely by brand, style, and configuration. For buyers seeking the \$7,500 tax credit, there was a rush to purchase these vehicles before the tax incentive expires on September 30. For the manufacturers still reporting monthly, year-over-year sales at Ford rose 9.6 percent, Hyundai-Kia, 13.2 percent, Toyota, 19.9 percent, Mazda, 13.0 percent, Subaru, 4.5 percent, and Honda, a scant 0.2 percent. Thomas King, president of the data and analytics division at J.D. Power, further commented:

"July retail sales are projected to finish 4.1 percent higher than a year ago but interpreting that gain requires care. First, year ago results were affected by a dealer software outage in June 2024, which caused 85,000 sales that should have occurred in June to actually occur in July and August 2024, making year-over-year comparisons appear weaker than actual performance. Second, the tariff-related pull-ahead of 173,000 sales into March and April of this year, is now being paid back, deflating July 2025 results. In addition, July results are also being impacted by lower-than-normal incentive escalation by manufacturers."

Consumer Confidence. According to the July 29 press release, the Conference Board's Consumer Confidence Index improved by 2.0 points in July to 97.2 (1985=100), up from 95.2 in June. According to Stephanie Guichard, a senior economist at the Conference Board, "Consumer confidence has stabilized since May, rebounding from April's plunge, but remains below last year's heady levels. In July, pessimism about the future receded somewhat, leading to a slight improvement in overall confidence." In a similar light, the University of Michigan Consumer Sentiment Index for July came in at 61.7, a slight rise from June's 60.7, but still well below the 101.0 reading from February 2020 on the eve of the pandemic and 44 percent below the 110.2 all-time high set prior to the dot-com bust 25 years ago. Although consumers may feel that the current economy is modestly improving, they remain uncertain about the economic outlook later in the year.

Business Confidence. Like consumer confidence, business confidence is driven by the news cycle. For West Michigan, the beginning of the trade war resulted in the biggest confidence drop in the history of our survey. The survey recovered most of the loss in May and stabilized further in June. However, for July, our SHORT-TERM BUSINESS OUTLOOK Index which asks West Michigan firms about their business perceptions for the next three to six months, dropped abruptly to -6 from +24. By sharp contrast, The LONG-TERM BUSINESS OUTLOOK Index which queries the perceptions for the next three to five years ROSE to +48 from June's +41. According to a July 8 press release from the National Federation of Independent Businesses, the Small Business Optimism Index for June edged slightly lower to 98.6 from 98.8, marginally above the 51-year average of 98.0. The same survey also reported a substantial increase in small business owners reporting that excess inventories contributed significantly to the index's modest decline. Regarding future concerns, high taxes were the top issue reported in the NFIB survey for the second successive month. The net percent of small business owners expecting better business conditions over the next month declined but remains historically positive. For June, 36 percent of the NFIB survey respondents currently have unfilled job openings, and an additional 13 percent plan to expand employment in the coming months. According to the Bureau of Labor Statistics (BLS), about 61 percent of all employment in the U.S. is in the small business

sector, so the result of the current survey should be considered modestly positive.

West Michigan Unemployment. The obvious intent of the Federal Reserve's higher interest rates is to slow the economy enough to bring inflation down to the current target rate of 2.0 percent without tanking the economy. The Federal Reserve has long stated that unemployment should be expected to rise when interest rates are tightened. The 2.0 percent inflation target presumably ensures growth but more importantly preserves the dollar's role as a world reserve currency. For West Michigan, it is therefore no surprise that the unemployment numbers posted by Lansing's Department of Technology, Management, and Budget (DTMB) continues to rise. Unfortunately, unlike a few years ago, West Michigan unemployment rates are rising faster than the rest of the state, and at 5.3 percent, the State of Michigan unemployment rate for June ranks 48 out of 50 states. Looking at West Michigan, the June data (latest month available) posted by DTMB estimates the unemployment rate for Ottawa County to be 5.1 percent, up significantly from 4.3 percent a year earlier. In a similar move, the Kent County unemployment rate rose to 5.3 percent, up from 4.5 percent. In Kalamazoo County, the year-over-year unemployment rate rose to 6.9 percent from 5.8 percent. For our West Michigan municipalities, the June unemployment rate for the City of Grand Rapids jumped to 6.3 percent from 5.4 percent. Plainfield Township, which had one of the lowest unemployment rates in the country at 1.4 percent a few years ago, now reports a June unemployment rate of 5.1 percent. For our monthly survey of the West Michigan industrial market, the EMPLOYMENT index had flattened to +0 for both May and June. For no obvious reason, the July index came in fairly strong at +13. At the national level, the July ISM index of EMPLOYMENT fell to -12 from -7, marking the ninth straight month of contraction. At the international level, the JPM index of EMPLOYMENT edged lower to 49.4 from 49.7.

Industrial Inflation. Unlike the economy of many years ago, industrial inflation no longer automatically spills over into the consumer sector. In fact, there have been many recent marginal bouts of industrial inflation that have gone unnoticed by the consumer sector. Locally, our July index of PRICES eased to +27 from +32 and down considerably from May's two-year high of +42. In a similar pattern, ISM's national index of PRICES posted at +30, down from +40 in June. The most recent S&P pricing survey reports noticeable rising prices for aluminum, electrical components, semiconductors, and transportation. Falling prices were posted for stainless steel, PVC, and polyethylene. S&P's Price Pressure Index for July remained at 0.5, a 17-month low. Usamah Bhatti, Economist at S&P Global Market Intelligence, further commented:

"Commodity price pressures faced by global manufacturing firms remained soft during July, with reports of higher prices remaining around half the normal level. In fact, there were slight reductions in price for five monitored commodities, led by Polyethylene, PVC and Stainless Steel. Of the commodities which saw above-average reports of higher prices, the strongest increase was seen for Electrical Items, followed by Semiconductors. Concurrently, Transport prices rose to the greatest extent since February. Pressure on supply chains was also subdued as the second half of 2025 began, with reports of supplier shortfalls around half the normal level. Transport recorded by far the most widespread shortages in July at over seven times the usual level, marking the greatest shortfall of global freight capacity since April 2023.

Consumer Inflation. Since peaking at 6.1 percent three years ago, consumer inflation HAD been gradually falling. According to the July 15 inflation index from the BLS, "headline" CPI-U inflation rate now stands at 2.7, up from 2.4 percent in June and 2.3 percent in May. After three successive months at 2.8 percent, the CPI "core" sub-index, which excludes food and energy, edged up to 2.9 percent. For the "Fed preferred" inflation index compiled by the Bureau of Economic Analysis (BEA), the July Personal Consumption Expenditures Index or PCE edged higher to 2.6 percent from 2.3 percent. The core PCE sub-index which excludes food and energy also ticked higher to 2.8 percent from 2.7

percent. Much as the Fed had feared, it now appears that tariffs may be starting to aggravate inflation. All of these statistics are now tracking well ahead of the Fed's inflation target of 2.0 percent, resulting in a reluctance by the Federal Open Market Committee to lower interest rates.

Given that the cost of housing is about 40 percent of the aggregate CPI, a splinter of good news comes from the latest Shelter CPI reported by the BLS. Following a downtick to 3.9 from 4.0 percent in June, the July report posted another modest drop to 3.8. Other good news came from the "Apartment List" website which reported that the national median rent grew by just 0.1 percent in July. For homeowners, the latest Case-Shiller U.S. National Home Price NSA Index, released on July 29, shows that the "benchmark" national index increased in May by 2.3 percent, year-over-year, down from April's 2.7 percent and March's 3.4 percent. A positive view of the present trend comes from Nicholas Godec of S&P Dow Jones Indices:

"Seasonal momentum is proving weaker than usual, and the slowdown is now more than just a story of higher mortgage rates. It reflects a market recalibrating around tighter financial conditions, subdued transaction volumes and increasingly local dynamics. With affordability still stretched and inventory constrained, national home prices are holding steady, but barely."

GDP. The big GDP news for this month's report comes from the July 30 posting by the BEA. To the surprise of most forecasters, the first estimate for GDP growth for the 2025 second quarter shot up to 3.0 percent, about twice the rate predicted by many reputable forecast models. At least part of the 3.0 percent gain can be attributed to transactions being pulled forward from later in the year, as well as a considerable drop in imports. However, two additional revisions are yet to come, and the final Q2 number may be lower. Most forecasters are expecting the economy to slow as the summer unfolds, so it is not a surprise that the Atlanta Fed's GDPNow model is forecasting a 2.1 percent growth rate for the third quarter. In full agreement, the New York Fed Staff "Nowcast" for the third quarter of 2025 also currently stands at 2.1 percent. The moderately conservative Blue Chip third quarter forecast based on a monthly survey of 50 economists currently rests at 0.8 percent. However, the Blue Chip forecast, which used to be one of the more reliable estimates, has grossly underestimated GDP for the past two years or so. The Conference Board Q3 forecast, which has also undershot the final numbers in recent years, is predicting Q3 growth of only 1.4 percent, and furthermore expects Q4 to come in at only 0.8 percent growth.

Looking Forward. One survey respondent compared the tariff war to being like a "trip to the dentist." Even if you put it off, you still know you need to go, you know it may hurt, you know it will cost you money, but you also know that when you exit the dentist's office, it's over. As we head toward Labor Day, we should expect some additional positive news regarding various trade deals. However, no trade agreements of any sort will actually alter the economic statistics until they are codified and implemented. So far, almost all of the agreements are only handshakes. Formalization of these agreements by both buyers and sellers will take time, and additional problems may yet arise. From a macro perspective, the revised tariffs should help to reduce the massive trade deficits the U.S. has been running for the last 50 years. In short, we can finally quit selling off our country one piece at a time to the rest of the world. The goal may be good, but we're not 100% there yet.

With the stock market indices continuing to set record highs, it seems obvious that the financial community is not bracing for a recession anytime soon. This implies that the tariff war will probably be over by early fall, and that the resulting agreements will, ON THE AVERAGE, be beneficial to the United States economy. In the short term, many supply managers have developed a lot of supply chain work-arounds for the tariff crisis. However, many of their customers have not. Hence, it is still possible that the economy will slow in coming months.

July 2025 Survey Statistics

	UP	SAME	DOWN	N/A	July Index	June Index	May Index	25 Year Average
Sales (New Orders)	27%	42%	31%	0%	- 4	+21	+14	+14
Production (Gross Output)	21%	52%	21%	6%	+ 0	+28	+14	+14
Employment	23%	67%	10%	0%	+13	+ 0	+ 0	+ 8
Purchases	19%	58%	21%	2%	- 2	+15	+ 2	+ 7
Prices Paid (major commodities)	33%	50%	6%	0%	+27	+32	+42	+15
Lead Times (from suppliers)	10%	74%	10%	6%	+ 0	+ 4	+18	+11
Purchased Materials Inv. (Raw materials & supplies)	21%	40%	25%	14%	-14	+21	+ 4	- 4
Finished Goods Inventory	27%	46%	17%	10%	+10	+ 0	+12	- 2
Short Term Business Outlook (Next 3-6 months)	23%	48%	29%	0%	- 6	+24	+28	-
Long Term Business Outlook (<u>Next 3-5 years</u>)	50%	46%	2%	2%	+48	+41	+42	-

Items in short supply:

Chemical raw materials, steel, aluminum, some import items, electronics, electronic components from China, condensed skim milk, colorant (China based products), electrical and mechanical engineers, domestic supply items.

Prices on the UP side:

Steel, copper, brass, phosphoric acid, SBS, aluminum, all major metals, paint, some services, beef, imports due to tariffs, polypropylene, ABS plastic, pulp/paper, overseas products based on exchange rates and tariffs, alloys, aggregates (gravel and limestone), anything coming from China.

Prices on the DOWN side:

Nitric acid, hydrochloric acid, PA6, polypropylene resin*.

*Item reported as both up AND down in price.

Latest Unemployment Reports:

May data from Michigan DTMB, except as noted.
Except as noted, data are NOT seasonally adjusted.

	June 2025	June 2024	Aug. 2009*	25-Year Low
State of Michigan (June)	5.3%	4.7%	14.6%	3.2%
State of Michigan (Unadj.)	5.4%	5.1%	14.1%	2.9%
Kent County	5.3%	4.5%	11.9%	2.1%
Kalamazoo County	5.7%	4.7%	11.1%	2.1%
Calhoun County	6.7%	5.8%	12.8%	2.7%
Ottawa County	5.1%	4.3%	13.3%	1.8%
Barry County	5.7%	5.0%	10.9%	2.2%
Kalamazoo City	6.9%	5.8%	15.2%	3.2%
Portage City	5.0%	4.2%	8.7%	1.3%
Grand Rapids City	6.3%	5.4%	16.1%	3.0%
Kentwood City	6.1%	5.2%	10.7%	1.4%
Plainfield Twp.	5.1%	4.4%	8.0%	1.4%
U.S. Official Rate (July)	4.1%	4.1%	9.6%	3.4%
U.S. Rate (Unadjusted)	4.4%	4.3%	9.6%	3.1%
U.S. U-6 Rate (July)**	7.9%	7.8%	22.9%	6.7%

* August 2009 = low point of the Great Recession

**U-6 for Michigan = 9.5% for the previous four quarters

JULY COMMENTS FROM SURVEY PARTICIPANTS

"Tariffs are getting more opaque, so it seems. For example, a basic Google search of the tariffs associated with Vietnam would bring the answer of '20%'. That tariff level has yet to be formally codified in the Federal Register and CBP sites. The administration's willingness to announce 'deals' without details is making life for many organizations very difficult."

"Current demand is strong, but driven largely by seasonal factors. Underlying dynamics continue to weaken from tariffs (and their associated uncertainty) and high interest rates."

"No change from last month. We're waiting on the final tariff implementation."

"Our forecasts from customers are going UP for the third quarter."

"We're waiting to see what automotive does for the second half of the year and TARIFFS."

"For us, everything we buy including services and goods have been stable as of late."

"We've seen a significant slowdown in orders over the last 30 days. It's believed that due to price increases and tariff uncertainty our customers had an inventory buildup and are now working levels down. Time will tell."

"We have local suppliers struggling with capacity due to labor/resources."

"Not much changed from last month. We're still sorting out the tariff issues and can only scenario plan for now."

"It's the worst downturn we have seen in years."

"Overall, sales on hemp products are down. However, our regular customers are stocking up because they are seeing prices rise."

"We continue to push back on price increase requests due to tariffs, and we are still day to day on trying to keep up with the changes."

"June was a strong month but we were still only able to just barely match June of '24 revenue. July is off to a better start, relative to last year."

"Business is better, and we're optimistic about the future. Of course, tariff impacts may disrupt our customer's plans and our profitability."

"Steel and aluminum mill capacities are starting to tighten a little, but supply is only 'short' relative to recent trends."

"We are currently experiencing a shortage in our condensed skim milk supply. Our usual sources are reporting limited availability, and we are actively working to secure additional supply and using nonfat dry milk to minimize any potential disruption."

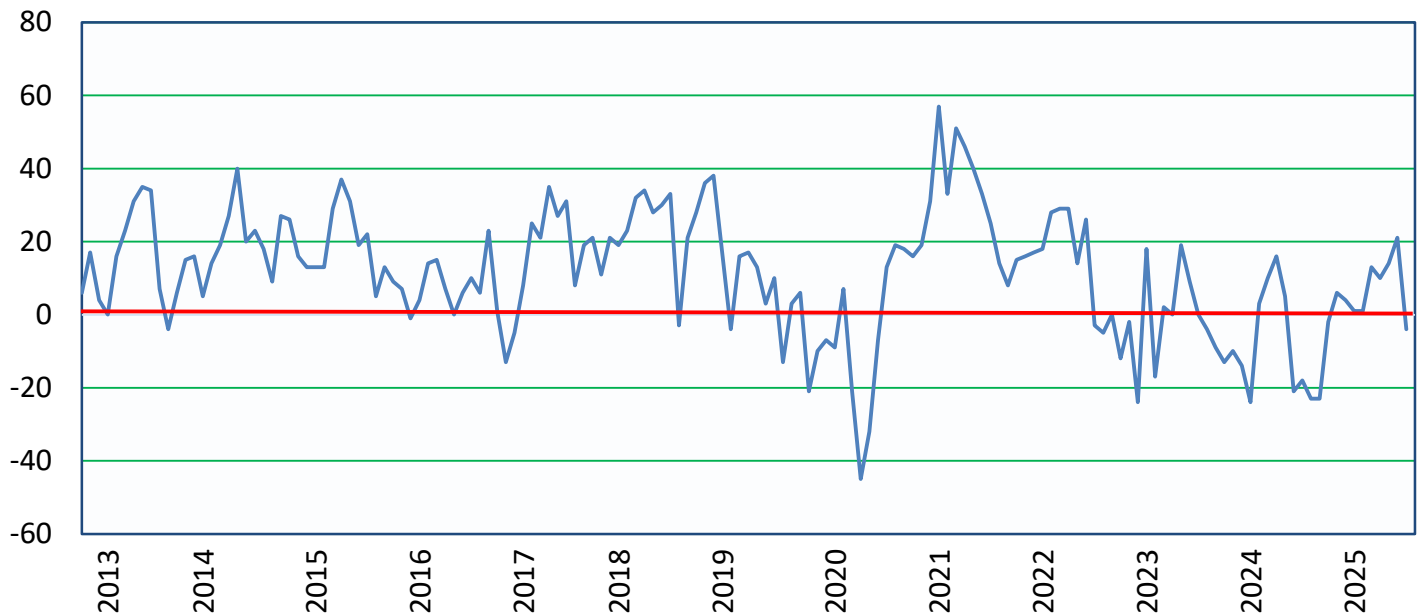
"Steel and aluminum subject to Section 232 tariff. Also, domestic steel and aluminum companies taking advantage of Section 232 tariffs by raising their prices."

"All items we purchase have started to receive across the board price hikes with tariffs and demand being used as reasons from suppliers."

"Construction is busy, but we're still seeing start delays in projects, and some projects are still on hold."

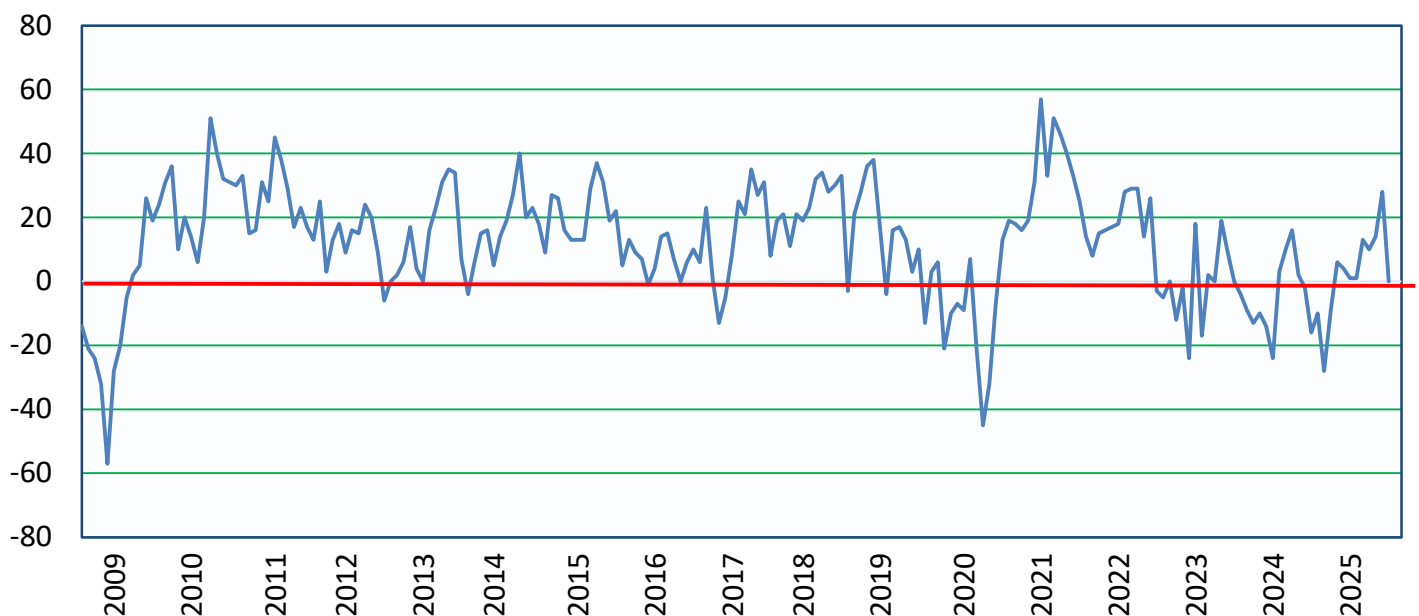
West Michigan Index of New Orders: 2013-2025

As the name implies, the NEW ORDERS index measures new business coming into the firm and signifies business improvement or business decline. When this index is positive for an extended period of time, it implies that the firm or organization will soon need to purchase more raw materials and services, hire more people, or possibly expand facilities. Since New Orders are often received weeks or even months before any money is actually paid, this index is our best view of the future.



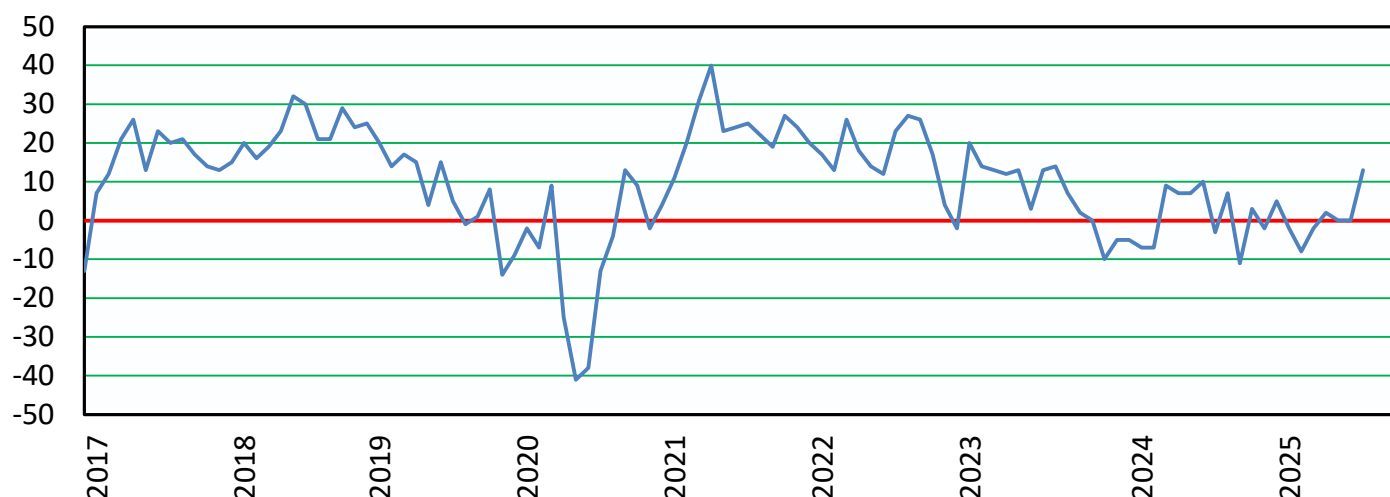
West Michigan Index of Production (Output): 2008-2025

As new orders come in and materials arrive at the loading dock, production schedules are posted to meet the customer's needs. Although production schedules respond to demand, they also respond to seasonal factors such as holidays as well as bad weather, materials shortages, or other external influences.



West Michigan Index of Employment: 2017-2025

The index of EMPLOYMENT measures the firm's increases and decreases in staffing, including permanent workers and temps. After economic downturns, it measures new hires as well as previous workers called back to work. When this index is positive for an extended period of time, it almost always signals a reduction in industrial unemployment for West Michigan. Normally, there is about a month or two in lag time between this report and the payroll numbers being reflected by the government statistics. However, almost all employment indexes are laggards, meaning that firms often wait until upticks in orders are confirmed before adding staff, and conversely laying off staff only after a downturn in orders appears to be certain for the foreseeable future.



West Michigan Future Business Outlook: 2013-2025

The indexes of LONG-TERM BUSINESS OUTLOOK and SHORT-TERM BUSINESS OUTLOOK provide a glimpse at current and future attitudes of the business community. Traditionally, most businesses are more optimistic about the long term, although current event can result in perceptions changing very rapidly. Both short and long-term attitudes reflect current business conditions, and are usually higher when sales, production, and employment are positive.

LONG TERM BUSINESS OUTLOOK (3-5 YEARS)
SHORT TERM BUSINESS OUTLOOK (3-6 MONTHS)

