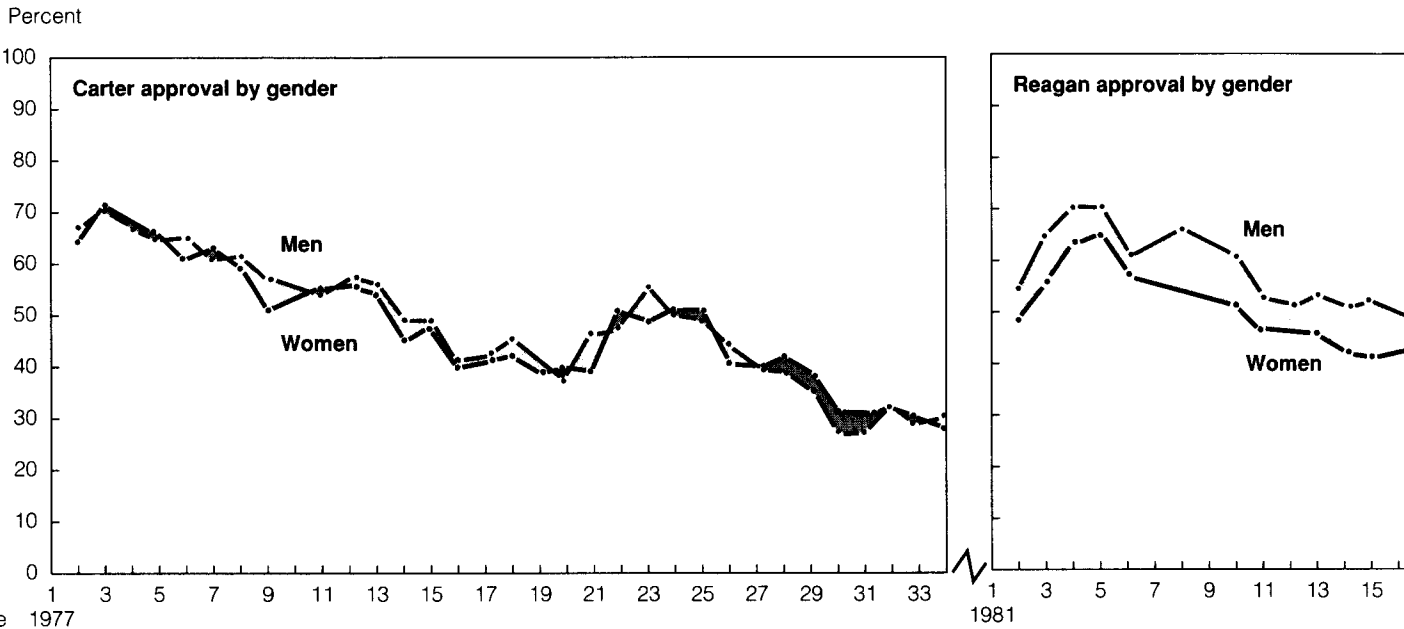


THE PRESIDENTS AND THE GENDER

In the first 34 months of their respective presidencies, Ronald Reagan and George Bush were more popular among men than women. The gender gap for President Reagan in this period was 9 percentage points, for Bush, 6. Bush, however, has much higher ratings among both groups than Reagan and Carter—who did not have a gender gap.

Question: **Do you approve or disapprove of the way (president's name) is handling his job as president?**

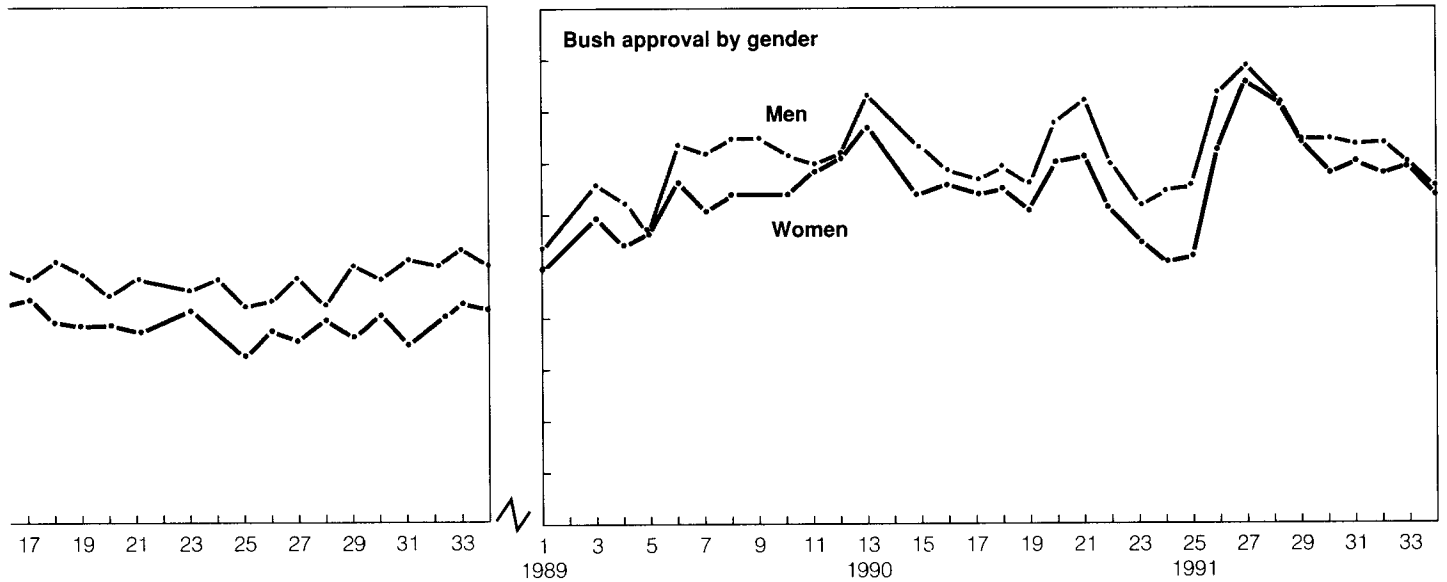


Note: Ratings taken from first survey of each month. Due to space constraints, data for the 7th to 12th months of presidency not shown below.
Source: Surveys by the Gallup Organization, latest that of October 3-6, 1991.

CARTER APPROVAL					REAGAN APPROVAL						
Month in office	1977	All	Men	Women	M-W	Month in office	1981	All	Men	Women	M-W
1	Jan.	—	—	—	—	1	Jan.-	—	—	—	—
2	Feb.	66%	67%	64%	+3%	2	Feb.	51%	54%	48%	+6%
3	Mar.	70	70	71	+	3	Mar.	60	65	55	+10
4	Apr.	67	67	67	0	4	Apr.	67	70	63	+7
5	May	66	65	66	-	5	May	68	70	65	+5
6	Jun.	63	65	61	+4	6	Jun.	59	61	57	+4
1978					1982						
13	Jan.	55	56	54	+2	13	Jan.	49	53	45	+8
14	Feb.	47	49	45	+4	14	Feb.	47	51	42	+9
15	Mar.	49	49	48	+1	15	Mar.	46	52	41	+11
16	Apr.	40	41	40	+1	16	Apr.	45	50	41	+9
17	May	41	42	41	+1	17	May	45	47	43	+4
18	Jun.	44	45	42	+3	18	Jun.	45	51	39	+12
19	Jul.	40	42	39	+3	19	Jul.	42	48	38	+10
20	Aug.	39	38	40	-	20	Aug.	41	44	38	+6
21	Sep.	42	46	39	+7	21	Sep.	42	47	37	+10
22	Oct.	49	47	51	-	22	Oct.	42	46	38	+8
23	Nov.	52	55	49	+6	23	Nov.	43	45	41	+4
24	Dec.	50	50	51	-	24	Dec.	41	47	36	+11
1979					1983						
25	Jan.	50	49	51	-	25	Jan.	37	42	32	+10
26	Feb.	42	44	41	+3	26	Feb.	40	43	37	+6
27	Mar.	39	40	39	+1	27	Mar.	41	47	35	+12
28	Apr.	40	39	42	-	28	Apr.	41	42	39	+3
29	May	37	35	39	+	29	May	43	50	36	+14
30	Jun.	29	27	31	+	30	Jun.	43	47	40	+7
31	Jul.	29	27	31	+	31	Jul.	42	51	34	+17
32	Aug.	32	32	32	0	32	Aug.	44	50	38	+12
33	Sep.	30	29	30	+	33	Sep.	47	53	42	+11
34	Oct.	29	30	28	+2	34	Oct.	45	50	41	+9

GAP OVER TIME

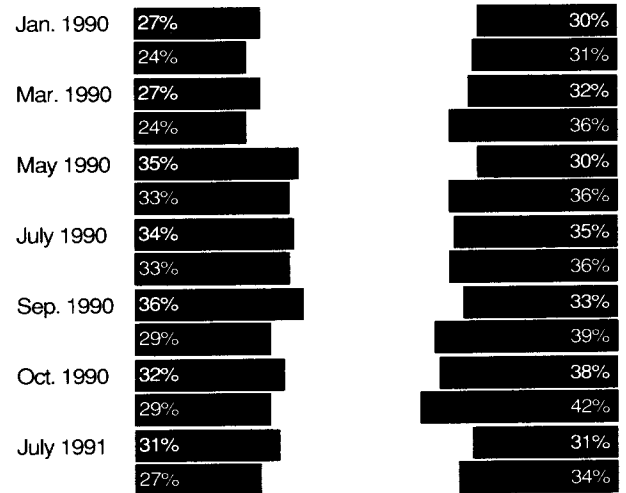
Despite strong majority support among women, President Bush's coattails may be particularly short where they are concerned. The data below on congressional vote intention show consistent Democratic leanings among women.



Question: Looking ahead to the upcoming election for U.S. Congress, do you plan to vote for the Republican candidate or the Democratic candidate in your district?

BUSH APPROVAL		All	Men	Women	M-W
Month in office	1989				
1	Jan.	51%	53%	49%	+4
2	Feb.				
3	Mar.	63	66	59	+7
4	Apr.	58	63	54	+9
5	May	57	56	57	+1
6	Jun.	70	74	66	+8
/					
13	Jan.	80	83	77	+6
14	Feb.	73	78	68	+10
15	Mar.	68	73	64	+9
16	Apr.	68	69	66	+3
17	May	65	67	64	+3
18	Jun.	67	69	65	+4
19	Jul.	63	66	61	+5
20	Aug.	74	78	70	+8
21	Sep.	76	82	71	+11
22	Oct.	66	70	61	+9
23	Nov.	58	62	55	+7
24	Dec.	58	65	51	+14
/					
25	Jan.	59	66	52	+14
26	Feb.	79	84	74	+10
27	Mar.	87	89	86	+3
28	Apr.	83	83	82	+1
29	May	74	75	74	+1
30	Jun.	71	75	68	+7
31	Jul.	72	74	70	+4
32	Aug.	71	74	68	+6
33	Sep.	70	70	69	+1
34	Oct.	65	65	64	+1

Plan to vote for Republican candidate in your district



Note: In the July 1991 survey, the question read: "Looking ahead to the election for U.S. Congress in 1992 ..."
 Source: Surveys by Peter Hart and Robert Teeter for NBC News/Wall Street Journal, latest that of July 26-29, 1991.