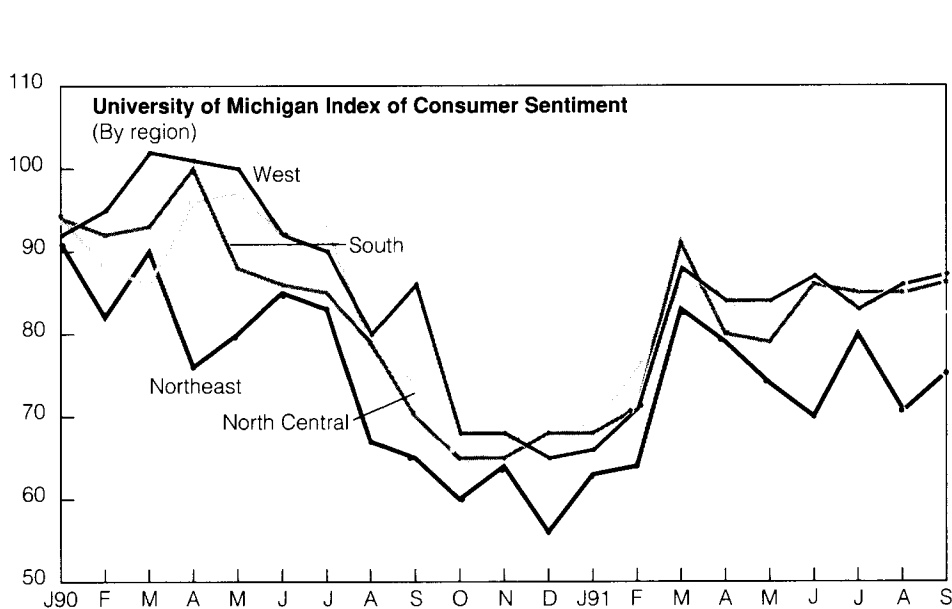
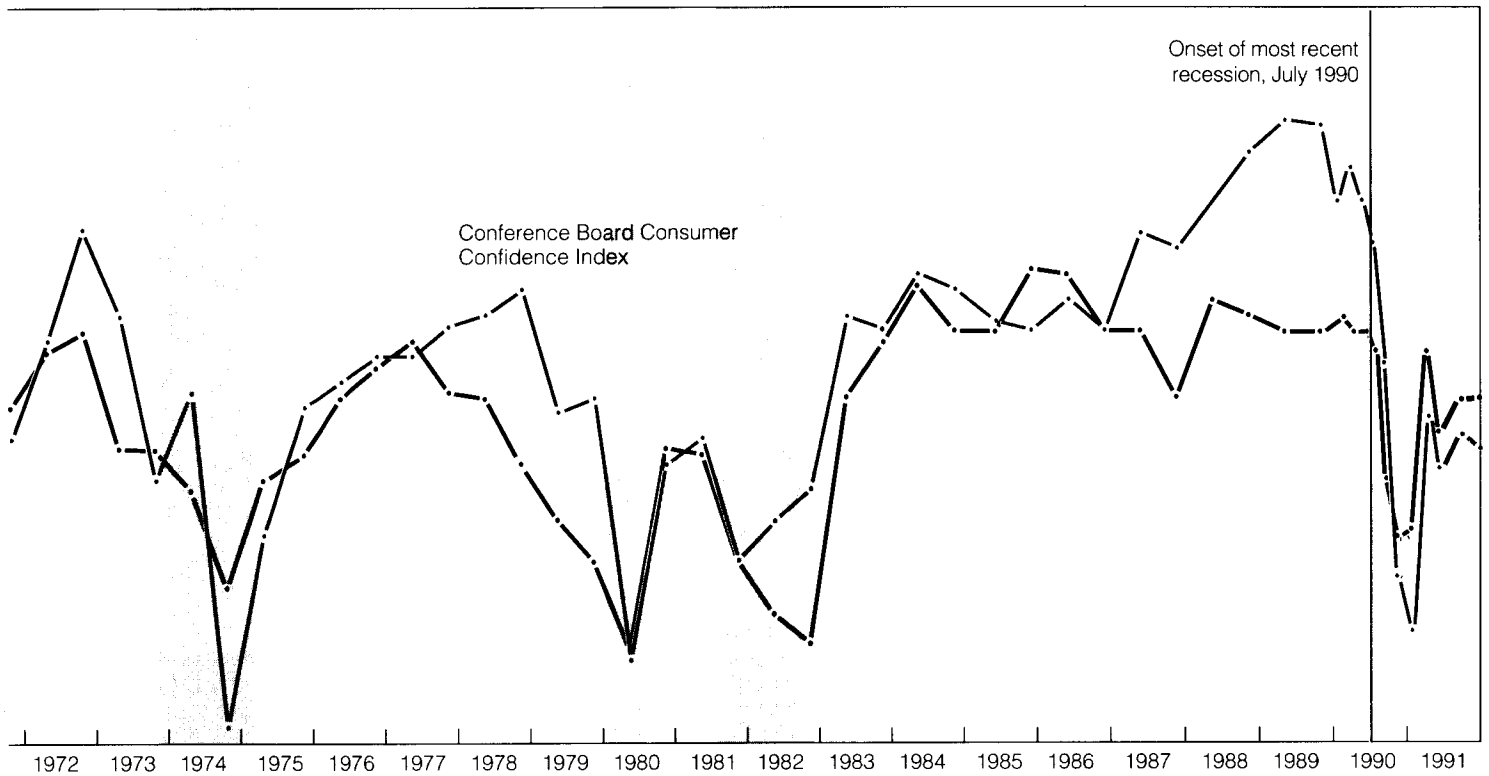


The Northeast has posted erratic increases in recent months, but it still trails other regions in terms of consumer confidence.

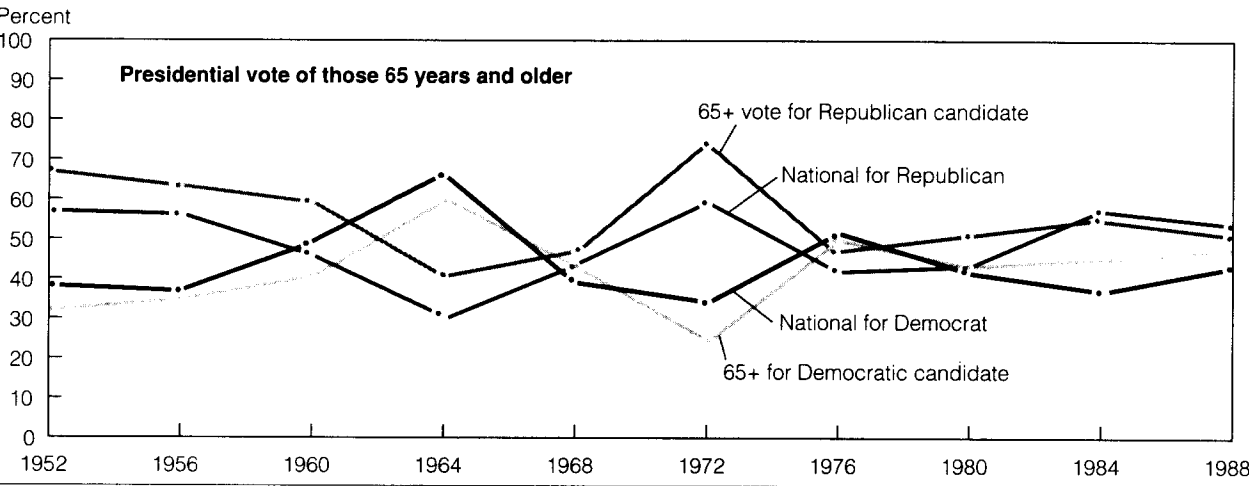


	North-east	North Central	South	West
J 1990	91	94	94	92
F	82	88	92	95
M	90	86	93	102
A	76	96	100	101
M	80	97	88	100
J	85	92	86	92
J	83	93	85	90
A	67	78	79	80
S	65	74	70	86
O	60	64	65	68
N	64	67	65	68
D	56	69	68	65
J 1991	63	69	68	66
F	64	76	71	71
M	83	86	91	88
A	79	85	80	84
M	74	77	79	84
J	70	83	86	87
J	80	84	85	83
A	71	83	85	86
S	77	82	87	88

Source: Surveys by the Survey Research Center, University of Michigan, latest that of September 3-29, 1991.

ELECTION PROFILE: THE ELDERLY

The elderly, long the most Republican group in the population, are now the most Democratic. This reflects a number of developments, especially generational experience. Those who came of age during the Great Depression are now in their late seventies or eighties. This is the first time in this century when the very oldest Americans are those reared in the most Democratic setting.

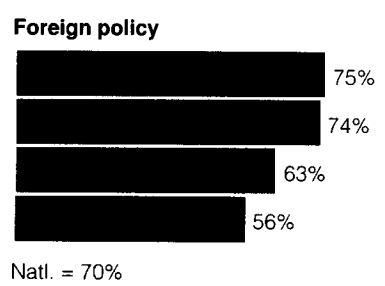
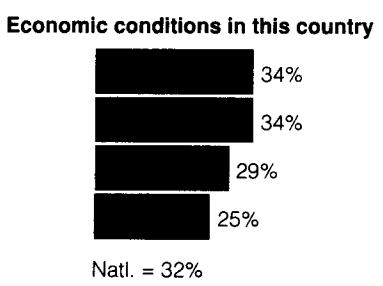
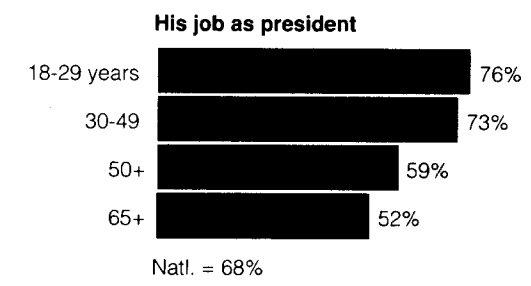


Democrat	Republican
32%	67%
35	63
41	59
60	40
43	47
25	74
50	47
43	51
45	55
48	51

Source: Surveys by the Gallup Organization, latest that for the Times Mirror Center for The People and the Press, November 9-11, 1988.

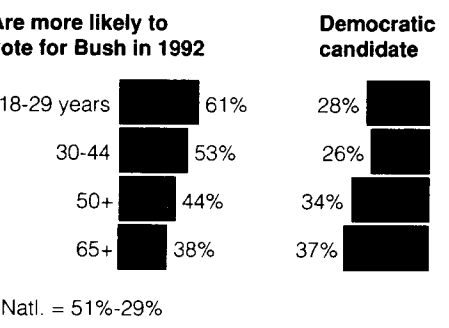
Question: Do you approve or disapprove of the way George Bush is handling ...?

Approve of the way George Bush is handling...

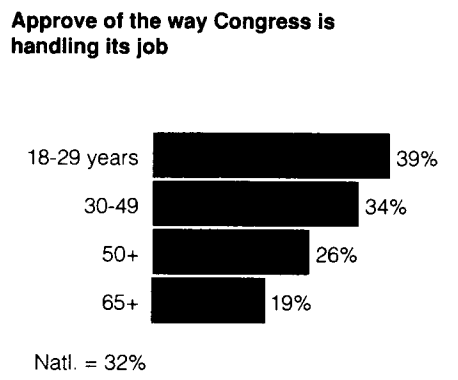


Source: Survey by the Gallup Organization, September 13-15, 1991.

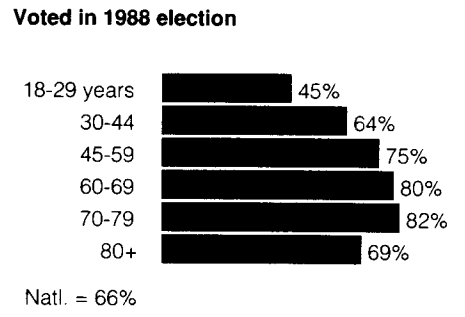
Question: If George Bush runs for re-election in 1992, in general are you more likely to vote for Bush or for the Democratic Party's candidate for president?



Question: Do you approve or disapprove of the way Congress is handling its job?



Question: In 1988, you remember that Dukakis ran for President on the Democratic ticket against Bush for the Republicans. Do you remember for sure whether or not you voted in that election?



Source: Survey by the Gallup Organization, September 13-15, 1991.

Source: Survey by the Gallup Organization, July 25-28, 1991.

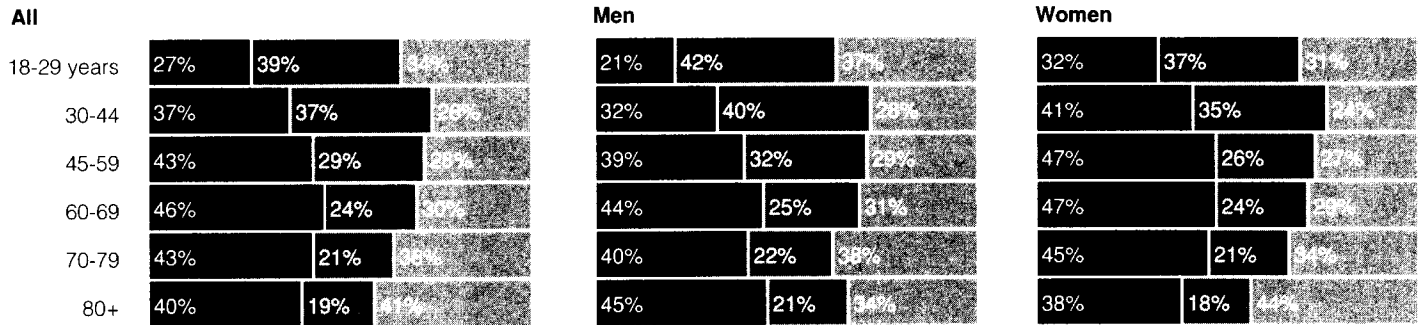
Source: Survey by the National Opinion Research Center, February-April of each year, 1989-91 data combined.

Vital Statistics

Because today's elderly are the most Democratic group generally, their recent voting for president is—in contrast to several decades of previous experience—more Democratic than that of other age groups. Bush is weakest among senior citizens—even though, ironically, the elderly are now in a solid position economically.

Consider self a...

■ Democrat ■ Independent ■ Republican



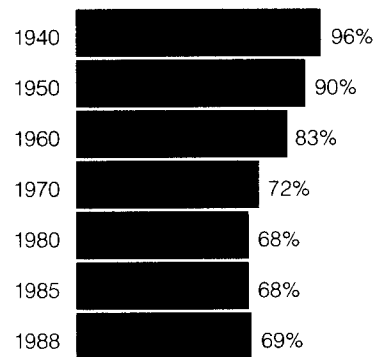
Natl. = 38%-32%-30%

Source: Surveys by the National Opinion Research Center, 1986-91 data combined

U.S. elderly population

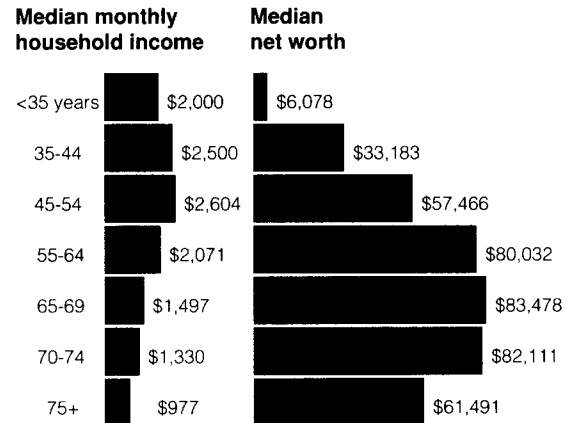
	60-64 years	65-74	75+
1960	4.0%	6.1%	3.1%
1970	4.2	6.1	3.7
1980	4.5	6.9	4.4
1985	4.6	7.1	4.8
1988	4.4	7.3	5.1

Ratio of males to females among the elderly 65+ years



Source: U.S. Bureau of the Census

Income and wealth



Source: U.S. Bureau of the Census, December 1990, 1988 data.

	Working		Marital status		Education		Watch TV more than 4 hrs. a day	Read newspaper every day
	Full	Part-time	Married	Widowed	H.S. grad.	Coll. grad.		
18-29 years	53%	17%	36%	*%	33%	18%	34%	30%
30-44	69	11	62	1	31	28	24	49
45-59	62	10	66	7	35	21	26	61
60-69	23	10	60	24	33	14	40	71
70-79	4	5	45	44	30	11	46	71
80+	1	1	24	66	19	7	46	65

Note: * less than = .5%

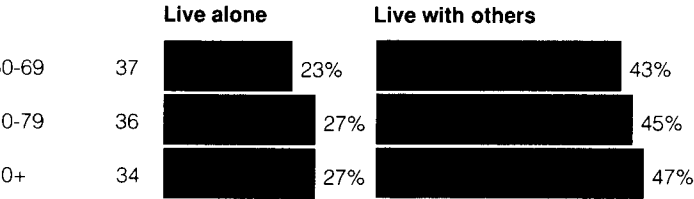
Source: Surveys by the National Opinion Research Center, 1986-91 data combined.

Well-being and Outlook

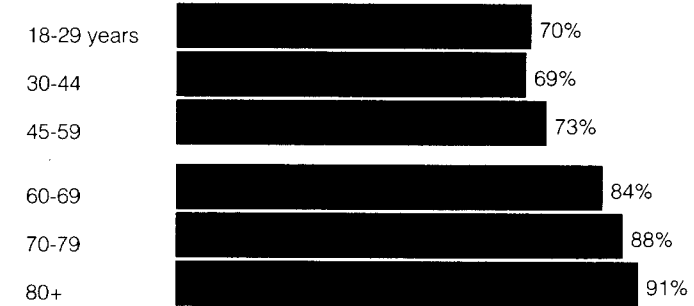
Reflecting the great economic advances in the position of old people, and strides in extending good health, the elderly are now generally optimistic about their personal situation. But they are more critical than the populace at large about some features of modern life, such as divorce.

Would say you are very happy

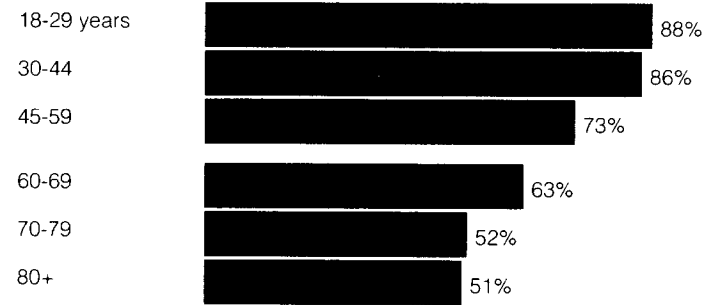
All
 18-29 years 30%
 30-44 31
 45-59 33



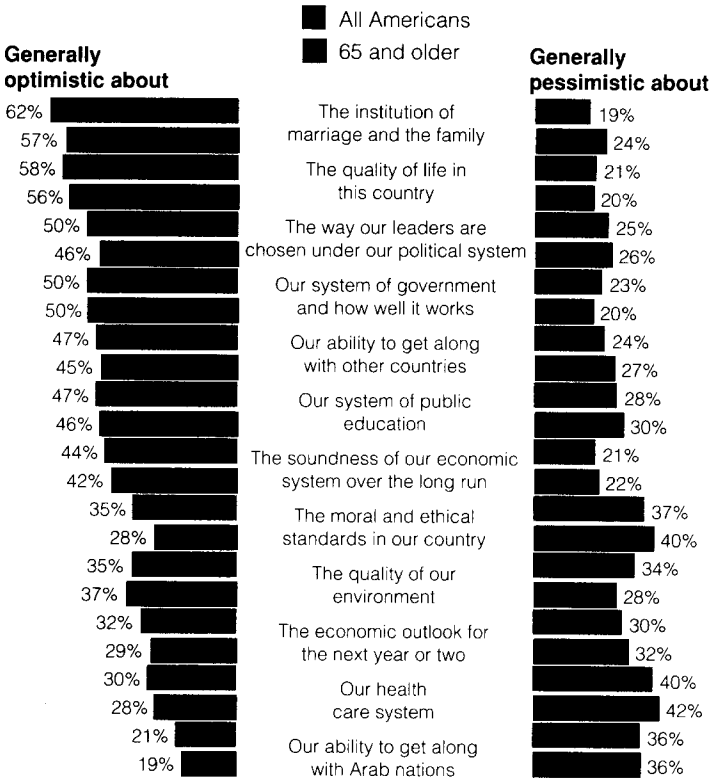
Pretty well/more or less satisfied with present financial situation



In general health is good/excellent

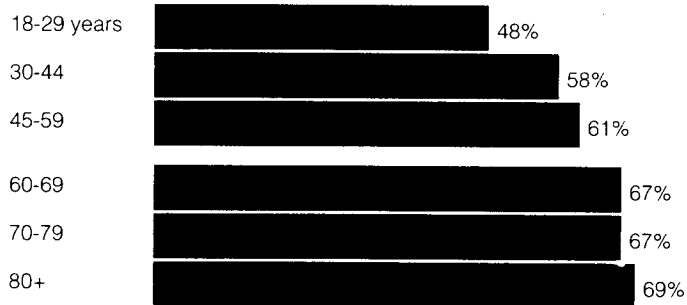


Question: We'd like to know about the things on this list whether you feel generally optimistic about them as far as the future is concerned, or generally pessimistic about them, or uncertain about them? What about the first item...



Source: Survey by the Roper Organization (Roper Report 91-3), February 9-23, 1991.

Most people would be fair, not take advantage of you if they got a chance

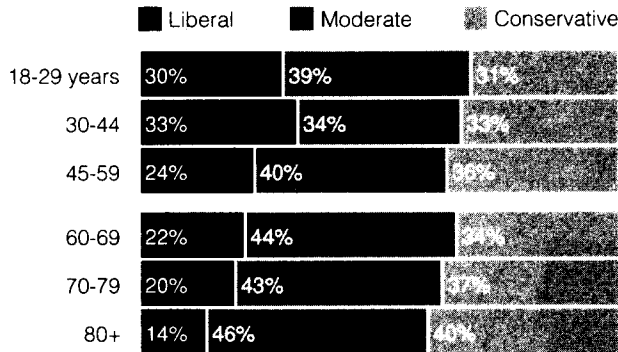


Source: Surveys by the National Opinion Research Center, 1986-91 data combined. Surveys conducted February-April of each year.

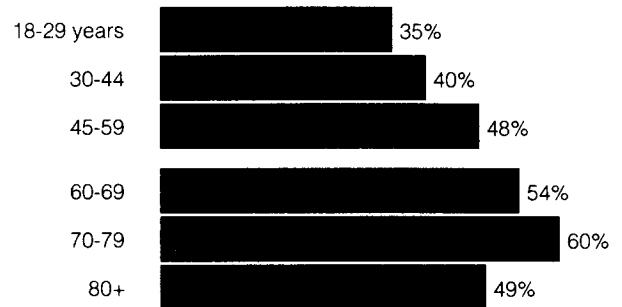
The Ages of Conservatism

On various social issues, the oldest Americans are decidedly the most conservative.

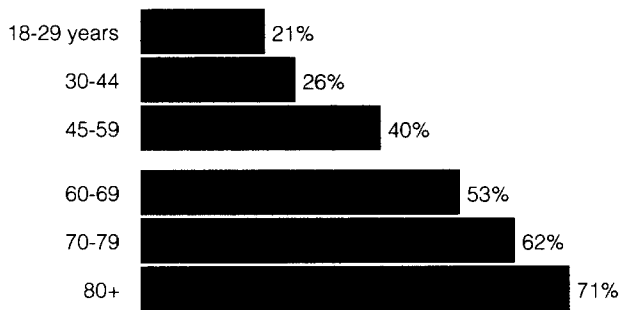
Consider self...



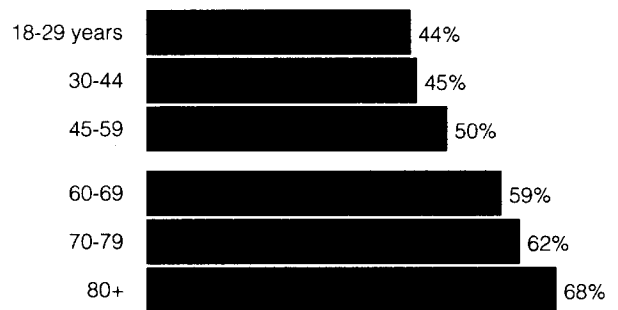
Attend religious services regularly/every week



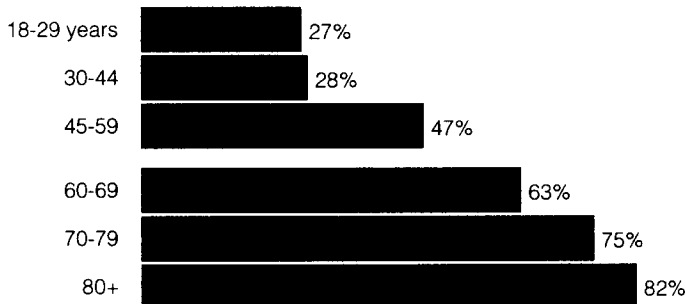
Premarital sex is almost always wrong



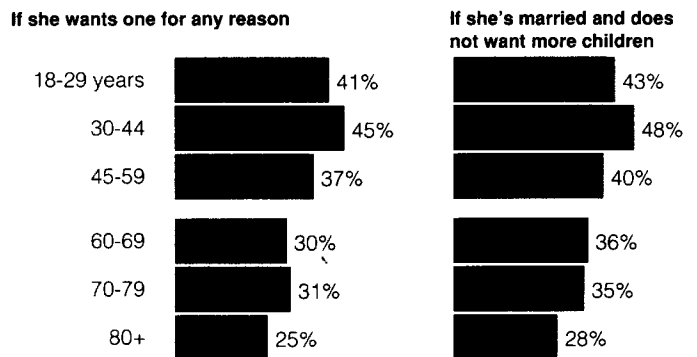
Divorce in this country should be more difficult to obtain



Much better for everyone involved if the man is the achiever outside the home and the woman takes care of the home and family



Should be possible for woman to get a legal abortion if...



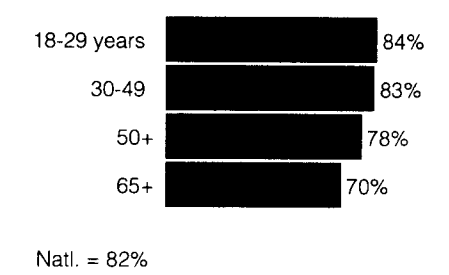
Source: Surveys by National Opinion Research Center, 1986-91 data combined. Surveys conducted February-April of each year.

Commitments and Confidence

The caution and tentativeness that Aristotle thought was a natural result of growing old, seem to be evident today in elderly Americans' views on foreign policy questions. The elderly are not, contrary to some thinking, the strongest partisans of increasing Social Security spending, or the most worried about the Social Security system.

Question: **In view of the developments since we first sent out troop to the Persian Gulf region, do you think the United States made a mistake in sending troops to the Persian Gulf region, or not?**

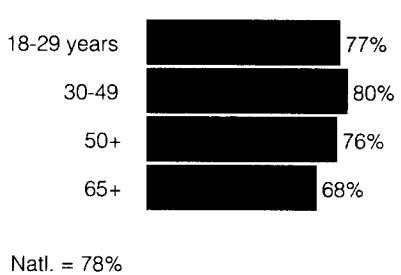
United States did not make a mistake in sending troops to the Persian Gulf



Source: Survey by the Gallup Organization, July 18-21, 1991.

Question: **Looking back, do you approve or disapprove of the U.S. decision last January to go to war with Iraq in order to drive the Iraqis out of Kuwait?**

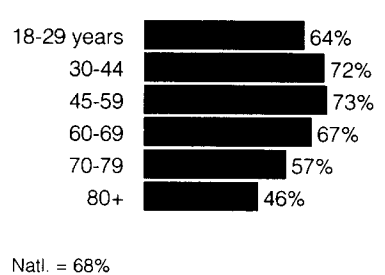
Approve of the U.S. decision to go to war with Iraq



Source: Survey by the Gallup Organization, July 18-21, 1991.

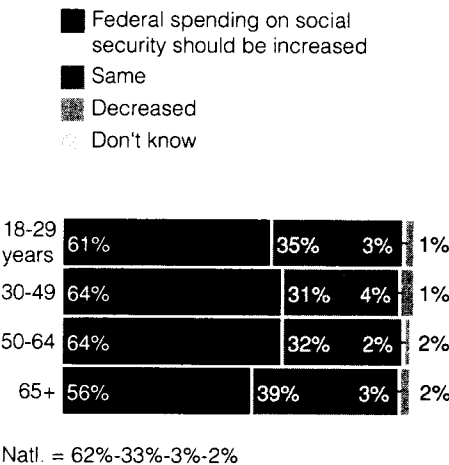
Question: **Do you think it will be best for the future of this country if we take an active part in world affairs, or if we stay out of world affairs?**

Think U.S. should take an active part in world affairs in future



Source: Surveys by the National Opinion Research Center, 1986-91 data combined.
 Note: Among all age groups, men are more likely than women to say the United States should take an active part in world affairs.

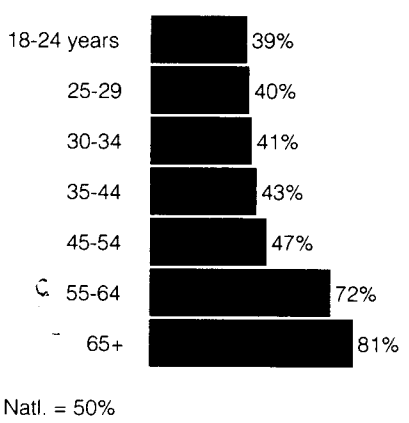
Question: **Should federal spending on Social Security be increased, decreased, or kept about the same?**



Source: Survey by the Center for Political Studies of the Institute for Social Research, University of Michigan. *American National Election Study*, 1990, November 7, 1990-January 26, 1991.

Question: **How confident are you, yourself, in the future of the Social Security system. Would you say you are very confident, somewhat confident, not too confident, or not at all confident?**

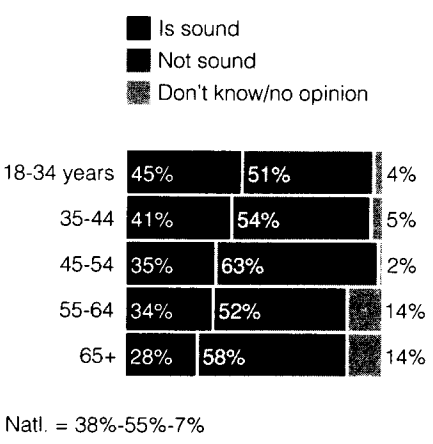
Confident in the future of the Social Security system



Source: Survey by the American Council of Life Insurance, May 19-June 9, 1990.

Question: **In general, do you think the nation's banking system is or is not sound?**

The nation's banking system...



Source: Survey by ICR Survey Research for the Associated Press, June 26-30, 1991.