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CLINTON VS. OBAMA?
January 18-21, 2007

Among the latest Democratic candidates to announce presidential exploratory committees are two Senators whose backgrounds are not typical presidential contenders.

One, Senator Hillary Rodham Clinton, gets mixed reviews from the voting public, but is very popular with Democrats. The other, Senator Barack Obama, remains unknown to many voters, but those with an opinion like him. However, views of Obama have not changed since before his announcement of an exploratory committee last week; favorable opinions of Clinton are lower than earlier this month, and match those seen during the fall campaign. This poll was conducted as she announced her exploratory committee.

OPINION OF ...
(Among registered voters)

	Clinton	Obama
Favorable	36%	29%
Not favorable	36	9
Undecided	25	20
Don't know enough yet	4	41

But the 2008 campaign doesn't start as a contest for the support of the overall voting public. Among those who vote in the primaries and caucuses to select the Democratic presidential nominee, both candidates are very well-liked. Obama is still unknown to many.

OPINION OF ...
(Among Democratic Primary Voters)

	Clinton	Obama
Favorable	57%	40%
Not favorable	12	3
Undecided	27	16
Don't know enough yet	3	40

When asked to choose between them, Democratic primary voters choose Clinton.

CLINTON VS. OBAMA?
(Among Democratic Primary Voters)

	Total	Blacks	Whites	Men	Women
Clinton	45%	52%	43%	39%	50%
Obama	28	28	29	32	24
Neither one	11	7	10	17	7

This CBS News Poll included an additional sample of African-Americans. Among black Democratic primary voters, Clinton leads Obama by 24 points, an even greater margin than her lead among white Democratic voters. Gender also appears to play a role. Women Democratic voters choose Clinton by 26 points, while men are more closely divided.

COMPARING OBAMA AND CLINTON

Senator Clinton is seen as a strong leader - by both Democratic primary voters and by the public at large. A majority also thinks she has the right experience to be a good President. But four in ten Americans (and almost three in ten Democratic primary voters) doubt she can win an election.

Senator Obama is also seen as a leader, but there are as about as many - nationally AND in his own party -- who say he does not have the right experience to be a good president as say he does. Of course, many still have not yet formed opinions on Obama's experience. And like the electability concerns about Clinton, about a third doubt Obama could win a general election.

CLINTON AND OBAMA: QUALITIES

	All Americans		Democratic Primary Voters	
	Yes	No	Yes	No
Clinton:				
Has strong qualities of leadership	69%	25	83%	10
Has right experience to be president	59%	34	77%	15
Could win the election	53%	39	63%	28
Obama:				
Has strong qualities of leadership	47%	13	57%	11
Has right experience to be president	27%	31	34%	27
Could win the election	45%	30	49%	31

Like her husband, former President Bill Clinton, Senator Clinton has consistently faced doubts about her honesty and integrity. In this poll, 16% says she has less honesty and integrity than most people in public life. But among Democratic primary voters, only 5% say that. Hardly anyone says Obama has less honesty and integrity than most people in public life.

HONESTY AND INTEGRITY

	All Americans	Democratic Primary Voters
Clinton:		
Has more honesty than most in public life	36%	52%
Has less	16	5
Has the same	33	28

HONESTY AND INTEGRITY

All Americans Democratic
Primary Voters

Obama:

Has more honesty than most in public life	41%	52%
Has less	2	1
Has the same	15	13

ELECTING A WOMAN, ELECTING A BLACK

Obama and Clinton may face hurdles that white male candidates do not when it comes to perceptions of electability. For the last dozen years, more than nine in ten Americans have told pollsters that they would vote for a "qualified" woman of their own party for President. Fifty years ago, barely half said that. This poll put the question differently, as partisanship now seems to play a more critical role in policy and personal debates. Would Americans vote for a "qualified" Republican and would they vote for a "qualified" Democrat?

VOTE FOR A QUALIFIED WOMAN IF SHE WERE...

(Among registered voters)

	Total	Dems	Reps	Inds
A DEMOCRAT?				
Yes	82%	95%	61%	85%
No	13	2	33	10
A REPUBLICAN?				
Yes	77%	65%	84%	85%
No	18	30	13	10

The answer is "yes" to both questions. Only 2% of Democrats wouldn't vote for a qualified woman of their own party, while one in ten Republicans wouldn't vote for a qualified Republican woman. And about a third in each party would NOT cross party lines to vote for a qualified woman.

In 1958, only 37% of Americans told the Gallup Organization that they would vote for "a generally well-qualified man" from their party who "happened to be a Negro." In recent years, that number, like the percentage saying they would vote for a "qualified" woman, has jumped to over 90%.

In this poll, we asked about "qualified" black candidates for both parties. An equal percentage - nearly nine in ten - said they would support a qualified black candidate of either party. About seven in ten Republicans and Democrats said they would vote for a qualified black candidate of the other party. 3% of Democrats and 6% of Republicans would NOT vote for a qualified black candidate of their own party.

VOTE FOR A QUALIFIED BLACK IF HE/SHE WERE...

(Among registered voters)

	Total	Dems	Reps	Inds
A DEMOCRAT?				
Yes	87%	92%	73%	93%
No	9	3	23	5
A REPUBLICAN?				
Yes	85%	74%	92%	90%
No	11	21	6	7

Most Black voters would support a qualified black candidate of either party - but more would vote for a Democrat than for a Republican. 82% of registered black voters say they would vote for a qualified black Republican, but 93% would support a qualified black Democrat.

IS AMERICA READY?

But what Americans say they would personally do and what they think other Americans might do differs. 52% in this poll say AMERICA is ready to elect a woman president - not much different from eight years ago, but significantly higher than in 1996. There are no gender differences on this question. But again, Americans may be thinking of Hillary Rodham Clinton when they answer this question. 66% of Democrats think America is ready, but only 35% of Republicans agree.

IS AMERICA READY TO ELECT A WOMAN PRESIDENT?

	Now	2006	1998	1996
Yes	54%	55%	50%	40%
No	39	38	45	53

In previous polls, Americans were much less likely to say that the country was ready to elect a black president than that it was ready to elect a woman. And the responses are often dependent on which black candidate is visible. In 1996, when Colin Powell was seen as a potential candidate, 46% said America was ready. In 2000 that percentage dropped to 37%.

In this poll, with Barack Obama having announced the formation of a presidential exploratory committee, a majority now thinks the country is ready to elect a black president. But whites are more likely than blacks to think this is possible. And again, perhaps because Obama is a candidate, Democrats are more likely than Republicans to say America is ready to elect a black to the presidency - 66% of Democrats say it is, while only 51% of Republicans do.

IS AMERICA READY TO ELECT A BLACK PRESIDENT?

	All	Whites	Blacks	2000	1996
Yes	55%	57%	49%	37%	46%
No	35	34	43	52	43

This poll was conducted among a random sample of 1168 adults nationwide, interviewed by telephone January 18-21, 2007. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups is higher. An oversample of African Americans was also conducted for this poll, for a total of 221 interviews among this group. The results were then weighted in proportion to the racial composition of the adult population in the U.S. Census. The margin of error for African Americans is plus or minus seven points.

CBS NEWS POLL
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q19 Is your opinion of Hillary Rodham Clinton favorable, not favorable, undecided, or haven't you heard enough about Hillary Rodham Clinton yet to have an opinion?

	**** REGISTERED VOTERS ****				Democratic	Jan07a*
	Total	Rep	Dem	Ind	Primary	
	%	%	%	%	Voters	%
Favorable	36	10	61	30	57	43
Not favorable	36	75	10	33	12	39
Undecided	25	14	24	32	27	17
Haven't heard enough	4	1	4	5	3	2
Refused	0	0	1	0	1	0

*Trend omits "Rodham"

q20 Is your opinion of Barack Obama favorable, not favorable, undecided, or haven't you heard enough about Barack Obama yet to have an opinion?

Favorable	29	20	39	27	40	30
Not favorable	9	14	4	11	3	11
Undecided	20	23	19	21	16	15
Haven't heard enough	41	43	38	41	40	45
Refused	1	0	0	0	1	0

q34 If the Republican Party nominated a woman for President, would you vote for her if she were qualified for the job?

Yes	77	84	65	85
No	18	13	30	10
DK/NA	5	3	5	5

q35 If the Democratic Party nominated a woman for President, would you vote for her if she were qualified for the job?

Yes	82	61	95	85
No	13	33	2	10
DK/NA	5	6	3	5

q36 Do you think America is ready to elect a woman president, or not?

	**** TOTAL RESPONDENTS ***				Jan06b
Yes	54	38	66	53	55
No	39	56	27	38	38
Depends (Vol.)	3	2	2	4	3
DK/NA	4	4	5	5	4

q37 If the Republican Party nominated a black candidate for president, would you vote for that person if he or she were qualified for the job?

	*** REGISTERED VOTERS ***			
Yes	85	92	74	89
No	11	6	21	7
DK/NA	4	2	5	4

q38 If the Democratic Party nominated a black candidate for president, would you vote for that person if he or she were qualified for the job?

	**** REGISTERED VOTERS ****				Democratic Primary Voters %
	**** Party ID ****				
	Total %	Rep %	Dem %	Ind %	
Yes	87	73	92	93	
No	9	23	3	5	
DK/NA	4	4	5	2	

q39 Do you think America is ready to elect a black president, or not?

	**** TOTAL RESPONDENTS ****				Feb00a
Yes	55	55	61	50	37%
No	35	36	31	37	52
Depends (vol.)	3	3	2	4	4
DK/NA	7	6	6	9	7

q42 Suppose the race for the Democratic Party's presidential nomination in 2008 comes down to a choice between Hillary Rodham Clinton and Barack Obama. Who would you most like to see nominated -- Clinton or Obama, or neither of these two candidates?

Clinton	33	13	51	29	45
Obama	30	36	27	28	28
Neither/Other	24	40	10	26	11
Undecided (Vol.)	8	7	8	10	11
DK/NA	5	4	4	7	5

q46 Do you think Hillary Rodham Clinton has strong qualities of leadership, or not?

						Jun03b*
Has	69	44	84	73	83	73
Does not have	25	51	9	22	10	21
DK/NA	6	5	7	5	7	3

*Trend leaves out "or not".

q47 Do you think Hillary Rodham Clinton has the right kind of experience to be a good president, or not?

Yes	59	28	78	62	77
No	34	65	14	33	15
DK/NA	7	7	8	5	8

q48 Do you think Hillary Rodham Clinton has more honesty and integrity than most people in public life? IF NO, ASK: Do you think Hillary Rodham Clinton has less honesty and integrity than most people in public life or about the same honesty and integrity as most people in public life?

						Feb06b
Yes, has more	36	17	59	29	52	38
Less	16	40	2	14	5	20
Same	33	35	25	38	28	28
Don't know/No answer	15	8	14	19	15	14

q49 Do you think Hillary Rodham Clinton could win the presidential election if she became the Democratic Party's nominee in 2008?

	**** TOTAL RESPONDENTS ****				Democratic
	**** Party ID ****				Primary
	Total	Rep	Dem	Ind	Voters
	%	%	%	%	%
Yes	53	35	64	55	63
No	39	60	26	37	28
DK/NA	8	5	10	8	9

q50 Do you think Barack Obama has strong qualities of leadership, or not?

Has	47	39	54	45	57
Does not have	13	14	12	13	11
DK/NA	40	47	34	42	32

q51 Do you think Barack Obama has the right kind of experience to be a good president, or not?

Yes	27	17	33	27	34
No	31	42	25	29	27
DK/NA	43	41	42	44	39

q52 Do you think Barack Obama has more honesty and integrity than most people in public life? IF NO, ASK: Do you think Barack Obama has less honesty and integrity than most people in public life or about the same honesty and integrity as most people in public life?

Yes, has more	41	37	49	36	52
Less	2	1	1	4	1
Same	15	15	14	15	13
DK/NA	42	47	36	45	34

q53 Do you think Barack Obama could win the presidential election if he became the Democratic Party's nominee in 2008?

Yes	45	42	51	42	49
No	30	33	30	28	31
DK/NA	25	25	19	30	20

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1168	
Total Republicans	292	297
Total Democrats	444	419
Total Independents	432	452