



CBS NEWS POLL
 For release: Wednesday June 4, 2008
 6:30 PM EDT

BARACK OBAMA, RACE, AND THE 2008 ELECTION
May 30 - June 3, 2008

Barack Obama now has enough pledged delegates and superdelegate commitments to claim the Democratic nomination -- and most Americans believe the country is ready for a black president. Nearly as many say the people they know would be willing in principle to vote for one.

Nearly seven in 10 voters say America is ready - up 6 points from March and 14 points from January. Eight years ago, most Americans thought the country was not ready for a black president.

IS AMERICA READY FOR A BLACK PRESIDENT?

(Among registered voters)

	Now	3/2008	1/2008	2/2000
Yes	68%	62%	54%	38%
No	23	30	31	53

White and black Americans agree that America is ready to elect a black president. Those in all incomes and education levels say that America is ready - though whites who make over \$50,000 a year and who have higher levels of education are most likely to say so.

There is also general agreement between the parties: 62% of Republicans and 70% of Democrats say America is ready to elect an African-American. There is more doubt about this in the South than elsewhere in the country. 62% there say America is ready, but 30% say it is not.

Nearly two in three registered voters - 63% - say that most people they know would vote for a black president. That is higher than in March, but not much different from January. However, one in four voters - 26% -- believes that most of the people they know would NOT vote for a black candidate.

WOULD MOST PEOPLE YOU KNOW VOTE FOR A BLACK CANDIDATE?

(Among registered voters)

	Now	3/2008	1/2008
Yes	63%	56%	65%
No	26	33	21

In fact, more than three in four voters say race is not a factor in determining their vote. About one in five says it is one factor among many, while only 2% say it is the most important factor. There is virtually no difference between black and white voters in this regard.

HOW MUCH OF A FACTOR IS RACE IN YOUR VOTE?

(Among registered voters)

	Total	Whites	Blacks
Most important factor	2%	2%	3%
One of many factors	20	20	21
Not important	77	78	76

The quarter of white voters who say race is at least somewhat of a factor choose John McCain over Barack Obama by a margin of 19 points in a head-to-head match-up in November, while they are divided between Clinton and McCain. Voters who do not think race is a factor, as well as voters overall, are divided between McCain and either Obama or Clinton.

CHOICE FOR DEMOCRATIC NOMINATION

(Among white registered voters)

	Total Voters	Race IS a factor	Race IS NOT a factor
Obama	41%	37%	43%
McCain	48	56	46
Clinton	47%	47%	46%
McCain	45	48	44

Nine in 10 black voters choose Barack Obama over John McCain.

Regardless of how they vote, nine in 10 voters - both blacks and whites - are glad that an African American has been a serious contender for president, and nearly half say Obama's candidacy has made them more interested in the 2008 Presidential campaign.

HAS OBAMA BEEN JUDGED DIFFERENTLY?

Voters are divided as to whether or not the news media have treated Obama differently - half say that they have while half say they have not.

But among those who think the media have treated Obama differently, whites tend to think the media has been easier on him because of his race, while blacks think the opposite.

COMPARED TO OTHER CANDIDATES, THE NEWS MEDIA TREATED OBAMA...?

(Among registered voters)

	Now	Whites	Blacks
Harder on	21%	18%	35%
Easier on	24	27	8
The same	51	51	51

Slightly more think the media have been easier on him than harder - a turnaround from May when Obama was in the midst of responding to the controversy surrounding the Rev. Jeremiah Wright.

Most voters who think the media has been harder on Obama think this is at least somewhat because of his race. So do most voters who believe the media has been easier on him, though in smaller numbers.

HOW MUCH HAS THE MEDIA'S TREATMENT OF OBAMA BEEN BECAUSE OF HIS RACE?

(Among registered voters)

	Media has been harder on Obama	Media has been easier on Obama
A lot	38%	35%
Some	38	31
Not Much/at all	22	31

Nearly one in three voters think people they know have judged Obama more harshly because he is black, though most voters think he has not been treated differently. Blacks are more likely to think so than whites, and Democrats are more likely to think so than either Republicans or Independents.

HAVE PEOPLE YOU KNOW JUDGED OBAMA MORE HARSHLY BECAUSE HE IS BLACK?

(Among registered voters)

	Now	3/2008
More harshly	30%	28%
Less harshly	8	11
No difference	59	58

LOOKING AHEAD TO THE FUTURE

Nearly seven in 10 voters think that Barack Obama's candidacy has made it easier for blacks to run for president in the future.

HAS OBAMA MADE IT EASIER FOR OTHER BLACK CANDIDATES TO RUN FOR PRESIDENT?

(Among registered voters)

Made it easier	68%
Made it harder	5
No difference	24

This is true of both black and whites, and true regardless of whether or not voters have a favorable opinion of Senator Obama.

But more than half of all voters can't name an African American they would like to see run for president other than Barack Obama - though former Secretary of State Colin Powell tops the list of those who can. Condoleezza Rice and the Rev. Jesse Jackson are a distant second and third. Powell is the top choice both among whites and blacks, as well as Republicans, Democrats, and Independents alike.

**OTHER THAN OBAMA, WHAT AFRICAN AMERICAN
WOULD YOU LIKE TO SEE RUN FOR PRESIDENT?**

(Among registered voters)

Colin Powell	21%
Condoleezza Rice	6
Jesse Jackson	2
Can't name anyone	54

Voters are divided as to whether or not currently there are enough African Americans holding high political office. About four in 10 say the number is about right, while another four in 10 think there should be more. Black voters in particular think there should be more.

NUMBER OF AFRICAN AMERICANS HOLDING POLITICAL OFFICE

(Among registered voters)

	Total	Whites	Blacks
About right	42%	45%	19%
Would like more	39	35	71
Would like fewer	2	2	0

This poll was conducted among a random sample of 1,038 adults nationwide, including 930 registered voters, interviewed by telephone May 30-June 3, 2008. Phone numbers were dialed from RDD samples of both standard land-lines and cell phones. The error due to sampling for results based on the entire sample could be plus or minus four percentage points. The error for subgroups is higher. The error for the sample of registered voters is plus or minus four points.

CBS NEWS POLL
Barack Obama, Race, and the 2008 Election
May 30 - June 3, 2008

q1-q13 RELEASED SEPARATELY

q14 If the 2008 presidential election were being held today and the candidates were Barack Obama, the Democrat, and John McCain, the Republican, would you vote for Barack Obama or John McCain?

	***** REGISTERED VOTERS *****						
	*** Party ID ***				** Race **		May08a
	Total	Rep	Dem	Ind	Whites	Blacks	
%	%	%	%	%	%		
Obama	48	9	80	38	41	89	51
McCain	42	84	12	46	48	3	40
Other (Vol.)	1	1	1	2	1	2	0
Won't vote (Vol.)	3	1	3	5	3	1	4
Depends (Vol.)	2	1	1	5	3	1	1
Don't know/No answer	4	4	3	4	4	4	4

q15 If the 2008 presidential election were being held today and the candidates were Hillary Clinton, the Democrat, and John McCain, the Republican, would you vote for Hillary Clinton or John McCain?

Clinton	50	9	84	40	47	72	53
McCain	41	83	11	46	45	16	41
Other (Vol.)	1	1	1	1	1	2	1
Won't vote (Vol.)	2	2	1	4	2	4	2
Depends (Vol.)	2	3	0	3	2	1	2
Don't know/No answer	4	2	3	6	3	5	1

q16-q34 RELEASED SEPARATELY

q35 Do you think most people you know would vote for a presidential candidate who is black, or not?

	Mar08a						
Yes	63	61	67	61	65	65	56
No	26	31	22	26	25	21	33
DK/NA	11	8	11	13	10	14	11

q36-q37 RELEASED SEPARATELY

q38 Compared to the way the news media have treated other candidates, have the news media been harder on Barack Obama, easier on Barack Obama, or have they treated him the same as other candidates?

	May08a						
Harder	21	18	27	16	18	35	27
Easier	24	33	17	26	27	8	22
Same	51	47	53	50	51	51	48
DK/NA	4	2	3	8	4	6	3

q39 How much of the way the news media have treated Barack Obama has been because of his race -- a lot, some, not much, or not at all?

***** REGISTERED VOTERS *****

	*** Party ID ***			** Race **		
	Total	Rep	Dem	Ind	Whites	Black
	%	%	%	%	%	%
A lot	37	33	34	44	35	44
Some	34	34	37	32	34	34
Not much	12	13	15	7	13	3
Not at all	15	20	12	14	16	14
DK/NA	2	0	2	3	2	5

q40 Compared to the way the news media have treated other candidates, have the news media been harder on John McCain, easier on John McCain, or have they treated him the same as other candidates?

	Total	Rep	Dem	Ind	Whites	Black	May08a
Harder	16	23	11	16	17	3	11
Easier	25	14	33	24	23	41	28
Same	54	58	52	54	55	49	56
DK/NA	5	5	4	6	5	7	5

q41 BLANK

q42 All other things being equal, how much of a factor is a candidate's race in determining your vote? Is it the single most important factor, is it one of several important factors, or is it not an important factor?

Most important factor	2	3	3	2	2	3
One of many factors	20	20	21	19	20	21
Not important	77	77	76	79	78	76
Don't know/No answer	1	0	0	0	0	0

q43 Do you think America is ready to elect a black president, or not?

	Total	Rep	Dem	Ind	Whites	Black	Mar08a
Yes	68	62	70	69	70	60	62
No	23	28	20	22	21	28	30
DK/NA	9	10	10	9	9	12	8

q44-q46 RELEASED SEPARATELY

q47-q48 BLANK

q49 RELEASED SEPARATELY

q50 Thinking about the number of African Americans who hold high level political office - such as governors and members of Congress - would you say that there should be more, should be fewer, or is the number about right? would you say that there should be more, should be fewer, or is the number about right?

More	39	22	53	36	35	71
Fewer	2	2	3	2	2	0
About right	42	60	32	41	45	19
DK/NA	17	16	12	21	18	0

q51-q53 RELEASED SEPARATELY

q54 Do you agree or disagree with the following statement: Regardless of how I vote, I'm glad an African American has been a serious contender for president. Do you agree or disagree?

	***** REGISTERED VOTERS *****					
	Total	*** Party ID ***			** Race **	
	%	Rep %	Dem %	Ind %	Whites %	Black %
Agree	89	81	93	91	88	95
Disagree	7	13	6	5	8	5
Don't know/No answer	4	6	1	4	4	0

q55 BLANK

q56-q57 RELEASED SEPARATELY

q58 Do you think Barack Obama's candidacy has made it easier for other African Americans to run for president in the future, has it made it harder for other African Americans, or has it had no effect on other African Americans running for president?

Made it easier	68	61	75	66	69	62
Made it harder	5	10	3	6	6	4
No effect	24	29	20	25	23	32
DK/NA	3	0	2	3	2	2

q59 Other than Barack Obama, can you name an African American who you would like to see run for president in the next eight years? IF NECESSARY: Who would that be?

Colin Powell	21	26	17	23	21	22
Condoleezza Rice	6	11	3	5	6	6
Jesse Jackson	2	1	4	0	1	9
No one	54	47	57	55	55	40
Other	5	5	6	5	5	7
DK/NA	12	10	13	12	12	16

q60 RELEASED SEPARATELY

q61 Did having Barack Obama running for the Democratic nomination make you more interested in the political campaign this year, or did it make no real difference in the amount of attention you paid?

More interested	48	36	60	44	46	62
No difference	49	61	38	54	52	33
Less interested (Vol.)	2	3	1	2	2	4
DK/NA	1	0	1	0	0	1

q62 Did having John McCain running for the Republican nomination make you more interested in the political campaign this year, or did it make no real difference in the amount of attention you paid?

More interested	14	18	12	12	13	15
No difference	81	77	81	83	83	71
Less interested (Vol.)	4	4	4	3	3	11
DK/NA	1	1	3	2	1	3

Q63 RELEASED SEPARATELY

q64 In general, have people you know judged Barack Obama more harshly because he's black, less harshly because he's black, or no differently?

***** REGISTERED VOTERS *****

	*** Party ID ***				** Race **		Mar08a
	Total	Rep	Dem	Ind	Whites	Black	
	%	%	%	%	%	%	%
More harshly	30	22	38	26	28	45	28
Less harshly	8	9	8	7	7	13	11
No difference	59	66	51	63	62	35	58
Both equally (Vol.)	0	0	1	0	1	0	0
DK/NA	3	3	2	4	2	7	3

	<u>UNWEIGHTED</u>	<u>WEIGHTED</u>
Total Respondents	1038	
Total Republicans	269	248
Total Democrats	410	400
Total Independents	359	328