



CBS NEWS POLL  
FOR RELEASE: March 19, 2008  
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**RACE, GENDER AND POLITICS**

March 15-18, 2008

Is race or gender a bigger problem when it comes to presidential politics? Americans are torn on the question. They see racism as a more serious problem for the country, but in a new CBS News Poll Americans are slightly more likely to think that it is a woman candidate who faces more obstacles in presidential politics today.

**WHO FACES MORE OBSTACLES IN PRESIDENTIAL POLITICS TODAY?**

A woman candidate	39%
A black candidate	33

African Americans disagree: by a margin of 56% to 18% they say that black candidates have a harder time. This poll was conducted Saturday through Tuesday, with most of the interviewing taking place before Barack Obama's Tuesday speech on race and politics. Those interviewed Tuesday were more likely than those interviewed in the three earlier polling days to say that a black candidate faces more obstacles.

In this particular presidential election, 42% perceive that the people they know have judged the woman candidate, Hillary Clinton, more harshly because of her gender. Only 6% say she has been judged less harshly because of her gender. As for Obama, 27% say people they know have judged him more harshly because of his race, while 11% say he has been judged less harshly because he is black.

**BECAUSE OF RACE OR GENDER, PEOPLE YOU KNOW HAVE JUDGED...**

	Clinton	Obama
More harshly	42%	27%
Less harshly	6	11

Although Americans perceive sex as the bigger issue in presidential politics, racism is seen as the bigger problem in general. By four to one, Americans say racism is a bigger problem than sexism. Fewer than one in four thinks that neither is a serious problem any more.

**MORE SERIOUS PROBLEM IN THE U.S.**

Racism	42%
Sexism	10
Neither	23
Both equal (vol.)	23

Men, women, whites and blacks agree that racism is the bigger problem.

And the problem is personal. Many Americans have heard racist (42%) or sexist (35%) remarks recently - and from people they know. More than six in ten blacks report hearing racist remarks recently. Younger Americans, those under 30, are the most likely of any age group to say they have heard sexist or racist remarks in recent months. And all groups say they are more offended by racist remarks than by sexist ones.

<b>IN LAST FEW MONTHS, HAVE PEOPLE YOU KNOW MADE ...</b>			
<b>RACIST REMARKS?</b>	Total	Whites	Blacks
Yes	42%	39%	65%
<b>SEXIST REMARKS?</b>	Total	Men	Women
Yes	35%	37%	33%

There continue to be differences in how voters judge their own voting instincts and the instincts of other Americans. Only 6% of white voters say that all things being equal, they would prefer to vote for a white candidate, but 34% of white voters say that most people they know would not vote for a black person for president. And 29% of white voters are not sure that American is ready to elect a black president.

**VOTING ON RACE  
(Among Registered Voters)**

	Total	Whites	Blacks
Prefer to vote for			
White candidate	5%	6%	1%
Black candidate	2	1	10
Most people you know would...			
Vote for black candidate	56%	55%	66%
Not vote for black	33	34	26
Is America ready for a black president?			
Yes	62%	64%	50%
No	30	29	41

More voters would prefer to vote for a man than say they would prefer to vote for a white candidate - even some women say this - underscoring the belief that at least so far in this campaign Hillary Clinton has had a harder time transcending gender than Obama has had transcending race. Nearly one in five voters says that all things being equal, they would rather vote for a man. Fewer than half say that most people they know would vote for a woman for president, although this response may now be intertwined with whether or not people think their acquaintances would vote for Hillary Clinton. Still, six in ten say America is ready to elect a woman as president.

**VOTING ON GENDER**  
**(Among Registered Voters)**

	Total	Men	Women
Prefer to vote for			
Man	17%	18%	16%
Woman	3	1	5
Most people you know would...			
Vote for a woman candidate	46%	47%	46%
Not vote	45	43	47
Is America ready for a woman president?			
Yes	59%	60%	59%
No	34	34	35

Democratic primary voters are much less likely than other voters to say that all things being equal, they would prefer to vote for a man - in fact, just 6% say they would. But their answers about the people they know, and Americans overall, are only slightly more positive about women candidates than are the opinions of all voters.

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This poll was conducted among a random sample of 1,067 adults nationwide interviewed by telephone March 15-18, 2008. 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.

NOTE: A small oversample of African Americans was also conducted for this poll, for a total of 122 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 nine percentage points.

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q1-47 RELEASED SEPARATELY

q48 Do you think it's appropriate for candidates to show their emotions in public, or is that not appropriate?

\*\*\* REGISTERED VOTERS \*\*\*  
 \*\* HALF SAMPLE A \*\*

	%
Appropriate	73
Not appropriate	24
DK/NA	3

q49 Do you think it's appropriate for women candidates to show their emotions in public, or is that not appropriate?

\*\* HALF SAMPLE B \*\*

Appropriate	73
Not appropriate	21
DK/NA	6

q50 All other things being equal, would you rather vote for a black candidate, rather vote for a white candidate, or wouldn't a candidate's race make a difference to you?

\*\*\* REGISTERED VOTERS \*\*\*

		Jan08e
	%	%
Black candidate	2	4
White candidate	5	3
No difference	93	92
DK/NA	0	1

q51 Do you think most people you know would vote for a presidential candidate who is black, or not?

Would	56	65
Would not	33	21
DK/NA	11	14

q52 Do you think America is ready to elect a black president, or not?

Yes	62	64
No	30	25
DK/NA	8	11

q53 All other things being equal, would you rather vote for a man, rather vote for a woman, or wouldn't a candidate's gender make a difference to you?

Man	17	10
Woman	3	7
No difference	80	83
DK/NA	0	--

q54 Do you think most people you know would vote for a presidential candidate who is a woman, or not?

	*** REGISTERED VOTERS ***	Jan08c
	%	%
Would	46	56
Would not	45	34
DK/NA	9	10

q55 Do you think America is ready to elect a woman president, or not?

Yes	59	58
No	34	32
DK/NA	7	10

q56 Which do you think is a more serious problem in this country today -- racism, or sexism, or don't you think either is a serious problem now?

	** TOTAL RESPONDENTS **
Racism	42
Sexism	10
Neither	23
Both (vol.)	23
DK/NA	2

q57 Think about the people you know. In the past few months, have any of them made sexist remarks, or not?

Yes	35
No	64
DK/NA	1

q58 In the past few months, have any of them made racist remarks, or not?

Yes	42
No	58
DK/NA	0

q59 In presidential politics today, who do you think faces more obstacles -- a black candidate or a woman candidate?

Black candidate	33
Woman candidate	39
No difference (vol.)	21
DK/NA	7

q60 In general, have people you know judged Hillary Clinton more harshly because she's a woman, less harshly because she's a woman, or no differently?

More harshly	42
Less harshly	6
No difference	49
Both equally (Vol.)	1
DK/NA	2

q61 In general, have people you know judged Barack Obama more harshly because he's black, less harshly because he's black, or no differently?

\*\* TOTAL RESPONDENTS \*\*

	%
More harshly	27
Less harshly	11
No difference	58
Both equally (Vol.)	1
DK/NA	3

q62-70 RELEASED SEPARATELY

q71 Which do you personally find more offensive -- when people make negative comments about women in general, or when people make negative comments about African Americans in general, or don't remarks like that offend you?

Comments about women	11
Comments about blacks	21
Don't take offense	22
Both (Vol.)	42
DK/NA	4

**SAMPLE SIZES:**

	<u>Unweighted</u>	<u>Weighted</u>
Total	1,067	
Men	427	513
Women	640	554
Whites	882	847
Blacks	122	130
Total Registered Voters	952	906
Men	387	449
Women	565	457
Whites	801	748
Blacks	106	102
Half Sample A	478	474
Half Sample B	474	432