



CBS NEWS POLL

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AFTER THE DEMOCRATIC CONVENTION AND THE PALIN ANNOUNCEMENT

August 29 - 31, 2008

Democratic nominee Barack Obama's lead over Republican John McCain has grown after Obama's convention - one that 71% of Americans (and even 63% of Republicans) claim they watched. But as we move into the Republican Convention and a hurricane watch, there are still a significant number of voters who have yet to firmly make up their minds.

Barack Obama and Joe Biden now lead John McCain and Sarah Palin by eight points, 48% to 40%, up from Obama's three point lead before the convention. This is the first CBS News Poll to include the Vice Presidential candidates in the horserace question.

VOTE FOR PRESIDENT

(Among registered voters)

	NOW	Pre-convention*
Obama-Biden	48%	45%
McCain-Palin	40	42
Won't vote	2	2
Undecided	9	10

*Asked WITHOUT VPs

Obama wins the support of independent voters in this poll; before the convention, McCain had a 12 point advantage with this group. Obama's lead among women has also grown, to 14 points from 8 points before the convention. And Obama maintained the lead he had before the convention among those voters who supported Senator Hillary Clinton in the Democratic primaries. Support from each candidate's partisan identifiers remains unchanged; 82% of Democrats favor Obama, 81% of Republicans favor McCain.

VOTE FOR PRESIDENT

(Among registered voters)

	Obama	McCain
All	48%	40
Men	44%	44
Women	50%	36
Republicans	10%	81
Democrats	82%	10
Independents	43%	37

VOTE FOR PRESIDENT
(Among registered voters)

	Obama	McCain
Clinton supporters	58%	22
Whites	40%	46
White men	35%	51
White women	43%	43

There has also been an increase in the number of Obama voters who are enthusiastic about him. 67% of Obama voters say they enthusiastically support him; up from 48% before the convention. About a quarter of McCain's backers are enthusiastic about him - unchanged from before the Democratic convention.

WHAT THE CONVENTION ACCOMPLISHED

Obama has now established a difference between himself and McCain when it comes to "getting it," and he has increased perceptions that he is tough. 63% of registered voters say Obama understands their needs and problems, while just 41% say that about McCain.

DOES HE UNDERSTAND THE NEEDS AND PROBLEMS OF PEOPLE LIKE YOU?
(Among registered voters)

	Obama	McCain
Yes	63%	41%
No	31	48

And post convention, more voters now say that Obama is "tough enough," something 58% say now, up from 48% in early August.

IS OBAMA TOUGH ENOUGH?

(Among registered voters)

	Now	8/5/2008
Yes	58%	48%
No	29	39

The Democrats attempted to link John McCain to a "third term" for George W. Bush. Nearly half of voters say McCain will continue the Bush policies - but that was true before the convention, too. And Republicans have a very different view of what McCain is likely to do. Among Republicans, just 21% say McCain will continue Bush Administration policies.

COMPARED TO BUSH, WILL JOHN MCCAIN'S POLICIES BE...

(Among registered voters)

	Now	8/20/2008
Continue same policies	48%	47%
More conservative	19	20
Less conservative	20	24

WHAT OBAMA STILL NEEDS TO DO

But there are still areas where Obama needs to improve. There has been no change in the percentage of registered voters who say Obama has prepared himself well enough for the job, something McCain has held a large advantage on. But fewer now say Obama is not prepared for the job of President than before the convention.

IS OBAMA PREPARED FOR JOB OF PRESIDENT?

(Among registered voters)

	Now	8/20/2008
Yes	44%	44%
No	43	49

Obama has also made no dent in the higher number thinking McCain would be "very likely" be an effective Commander in Chief. 45% say that about McCain now, as many as said that before the convention. Just 29% say that about Obama. Still, that represents some improvement -- just 21% said that about Obama before the convention.

WOULD HE BE EFFECTIVE COMMANDER-IN-CHIEF?

(Among registered voters)

	-- Obama ---		-- McCain --	
	Now	8/20/2008	Now	8/20/2008
Very likely	29%	21	45%	44%
Somewhat likely	34	37	32	36
Not likely	34	40	19	19

And many voters are still looking for more from the Democratic nominee. Although 50% now say that Obama has made it clear what he would do as president (up from 41%), 44% still say he has not.

HAS OBAMA MADE IT CLEAR WHAT HE WILL DO AS PRESIDENT?

(Among registered voters)

	Now	8/20/2008
Yes	50%	41%
No	44	55

Fundamental feelings about each of the candidates haven't changed since before the Democratic convention.

OPINIONS OF THE CANDIDATES

(Among registered voters)

	-- Barack Obama --		-- John McCain --	
	Now	8/20/2008	Now	8/20/2008
Favorable	39%	39%	35%	34%
Unfavorable	34	32	34	33
Undecided/ Haven't heard	26	29	30	32

THE VICE-PRESIDENTIAL CANDIDATES

This is the first poll in which CBS News was able to ask about the full ticket for each party. Voters continue to say that the vice presidential candidates will matter in their choice: 28% say this now, even more than the 25% who said so before the two candidates were named. The race is closer among those who say the VP choice matters.

CBS News started polling the evening after McCain named Sarah Palin as his running mate. Many people still have a lot to learn about the two VP candidates.

Views of Joe Biden run favorable by 2-to-1, with about half still undecided.

Views of Sarah Palin run favorable by 2-to-1 but among fewer people; two-thirds still don't know enough about her to give an opinion.

OPINIONS OF THE VICE-PRESIDENTIAL CANDIDATES

(Among registered voters)

	<u>Biden</u>	<u>Palin</u>
Favorable	37%	22%
Unfavorable	16	11
Undecided/Unknown	47	66

Voters' reaction to the selection of a woman as vice presidential nominee is not much different than it was nearly twenty-five years ago, when Walter Mondale chose Geraldine Ferraro as his running mate. A quarter of voters are excited about it, most think it's all right, and just 11% think it's a bad idea.

FEEL ABOUT SELECTING WOMAN VP

(Among registered voters)

	Now	8/1984 (Ferraro)
Really excited	25%	22%
It's all right	60	60
Bad idea	11	14

Majorities of both men and women think selecting a woman is fine. Women (28%) are a little more excited about it than men (22%). This year, Republicans are especially excited (38%).

But few voters say that having Palin on the Republican ticket will change their vote much. Just 13% say they are more likely to vote for McCain as a result of having Palin on the ticket, while about as many say they are less likely to do so. 72% say it won't make a difference in their vote.

SELECTION OF PALIN AFFECT VOTE?

(Among registered voters)

More likely McCain	13%
Less likely McCain	11
No difference	72

Interestingly, Palin's selection may have the greatest effect on men. 17% say they are more likely to vote for McCain as a result. Just 10% of women say the same, and in fact 77% of women say Palin won't affect their vote. 18% of Republicans are more likely to vote for McCain.

SELECTION OF PALIN AFFECT VOTE?

(Among registered voters)

	All	Men	Women
More likely McCain	13%	17%	10%
Less likely McCain	11	12	10
No difference	72	67	77

The choice of Senator Joe Biden on the Democratic ticket also affects few voters. But in those cases where it does matter, Biden's presence has a greater net positive impact than Palin's; 15% are more likely to vote for Obama as a result, and just 4% are less likely to do so. One in five independents say the choice of Biden will make them more likely to vote for Obama.

SELECTION OF BIDEN AFFECT VOTE?

(Among registered voters)

More likely Obama	15%
Less likely Obama	4
No difference	78

OBAMA (MICHELLE) AND CLINTON (HILLARY)

Michelle Obama has boosted her favorable ratings considerably with the convention.

VIEWS OF MICHELLE OBAMA

(Among registered voters)

	Now	8/08	7/08
Favorable	41%	28%	29%
Unfavorable	21	18	16
Undecided/Unknown	38	53	54

And Hillary Clinton's favorable ratings are now the highest in about a decade.

VIEWS OF HILLARY CLINTON

(Among registered voters)

	Now	8/08	7/08	10/07
Favorable	52%	45	46%	43%
Unfavorable	36	43	38	41
Undecided/Unknown	12	12	16	16

THE DEMOCRATIC CONVENTION

According to this poll, seven in 10 Americans watched television coverage of the Democratic Convention last week, and most of them watched Barack Obama's acceptance speech.

39% of Americans who watched the Democratic Convention said what they saw made them feel better about Obama. Half said the convention did not affect their opinion of him, while very few (7%) said it made them feel worse about the Democratic nominee.

CONVENTION AFFECT OPINION OF OBAMA

(Among Convention Watchers)

Better	39%
Worse	7
No effect	52

Among convention watchers who came away with a better opinion of Obama, his acceptance speech and learning more about him and the issues were cited as the events at the convention that affected their opinion of the Democratic nominee.

THE CONVENTION BOUNCE

This year it is particularly challenging to measure any "bounce" Obama might have received as a result of his convention. John McCain's announcement of Sarah Palin as his running mate the day after the convention, Hurricane Gustav and the short amount of time between the parties' conventions affect poll measurements.

That said, Obama appears to have received a three point increase in support. This is similar to the increase George W. Bush received in 2004 after his convention. John Kerry received no bounce that year.

DEMOCRATIC NOMINEE'S SHARE OF THE VOTE

	Pre-Conv.	Post-Conv.	Bounce
Obama (2008)	45%	48%	(+3)
Kerry (2004)	49%	49%	(0)
Gore (2000)	35%	45%	(+10)
Clinton (1996)	49%	54%	(+5)
Clinton (1992)	45%	58%	(+13)

REPUBLICAN NOMINEE'S SHARE OF THE VOTE

	Pre-Conv.	Post-Conv.	Bounce
G.W. Bush (2004)	45%	49%	(+4)
G.W. Bush (2000)	46%	50%	(+4)
Dole (1996)	36%	42%	(+6)
Bush (1992)	37%	39%	(+2)

 This poll was conducted among a random sample of 875 adults nationwide, including 781 registered voters, interviewed by telephone August 29-31, 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 three percentage points; for registered voters the sampling error could be plus or minus four percentage points. The error for subgroups is higher.

CBS NEWS POLL

**After the Democratic Convention and the Palin Announcement
August 29-31, 2008**

q1 BLANK

q2 Is your opinion of Barack Obama favorable, not favorable, undecided, or haven't you heard enough about Barack Obama yet to have an opinion?

**** REGISTERED VOTERS ****

***** Party ID *****

	Total %	Rep %	Dem %	Ind %	Aug08a %
Favorable	39	9	70	32	39
Not favorable	34	66	9	32	32
Undecided	22	19	19	27	25
Haven't heard enough	4	5	1	8	4
Refused	1	1	1	1	0

q3 Is your opinion of John McCain favorable, not favorable, undecided, or haven't you heard enough about John McCain yet to have an opinion?

Favorable	35	72	9	31	34
Not favorable	34	8	62	27	33
Undecided	22	14	22	28	28
Haven't heard enough	8	5	5	14	4
Refused	1	1	2	0	1

q4 How likely is it that you will vote in the 2008 election for President this November - would you say you will definitely vote, probably vote, probably not vote, or definitely not vote in the election for President?

Definitely vote	89	94	95	78
Probably vote	7	3	4	11
Probably not vote	3	1	0	7
Definitely not vote	1	1	0	2
DK/NA	0	1	1	2

q5 If the 2008 presidential election were being held today and the candidates were Barack Obama for President and Joe Biden for Vice President, the Democrats, and John McCain for President and Sarah Palin for Vice President, the Republicans, would you vote for Obama and Biden or McCain and Palin?

					Aug08a*
Obama/Biden	48	10	82	43	45
McCain/Palin	40	81	10	37	42
Other (Vol.)	1	2	1	0	1
Won't vote (Vol.)	2	1	1	5	2
Depends (Vol.)	3	3	3	5	6
DK/NA	6	3	3	10	4

*Trend wording did not include names of VP nominees: 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 Mc Cain?

q6 Well as of today, do you lean more toward Barack Obama and Joe Biden or more toward John McCain and Sarah Palin?

** REGISTERED VOTERS **

*** Party ID ***

	Total	Rep	Dem	Ind
	%	%	%	%
Obama	50	12	84	46
McCain	42	84	10	42
Other	1	2	1	1
Won't vote (Vol.)	2	1	1	5
DK/NA	5	1	4	6

q7 Is your mind made up or is it still too early to say for sure?

	Total	Obama Voters	McCain Voters	Aug08a
	%	%	%	%
Mind made up	77	77	77	72
Too early to say for sure	23	23	23	27
DK/NA	0	0	0	1

q8 How would you describe your feelings about (Obama/McCain) as the Democratic/Republican) nominee -- would you say you enthusiastically support him; support him but have reservations about him; support him only because he is the likely party nominee; or support him because you dislike (McCain/Obama)?

Enthusiastic	48	67	25	37
With reservations	31	16	49	42
Party nominee	7	7	8	11
Dislike other candidate	12	8	17	9
DK/NA	2	2	1	1

q9 BLANK

q10 Do you think Barack Obama has made it clear what he would do as President, or hasn't he done that yet?

					%
Has	50	30	73	43	41
Has not	44	64	23	49	55
DK/NA	6	6	4	8	4

q11 Do you think Barack Obama understands the needs and problems of people like yourself?

Yes	63	38	86	58
No	31	54	11	33
DK/NA	6	8	3	9

q12 Do you think Barack Obama has prepared himself well enough for the job of President, or hasn't he?

Has prepared	44	13	74	39	44
Has not prepared	43	74	19	42	49
DK/NA	13	13	7	19	7

q13 BLANK

q14 Regardless of how you intend to vote, how likely do you think it is that Barack Obama would be an effective commander-in-chief of the nation's military -- would you say it is very likely, somewhat likely, not very likely, or not at all likely?

** REGISTERED VOTERS **

*** Party ID ***

	Total	Rep	Dem	Ind	Aug08a
	%	%	%	%	%
Very likely	29	5	52	25	21
Somewhat likely	34	31	32	37	37
Not too likely	18	33	11	13	20
Not at all likely	16	27	3	20	20
DK/NA	3	4	2	5	2

q15 Do you think Barack Obama is tough enough?

					Jul08b*
Yes	58	29	83	57	48
No	29	56	10	25	39
DK/NA	13	15	7	18	13

*Varied wording: (I am going to read some personal characteristics, and I would like you to tell me whether you think each one does or does not describe Barack Obama. Do you think Barack Obama is... Tough enough?)

q16-18 BLANK

q19 Do you think John McCain understands the needs and problems of people like yourself?

Yes	41	69	20	40
No	48	25	72	43
DK/NA	11	6	8	17

q20 What do you think John McCain will do if he is elected President: do you think he will generally continue George W. Bush's policies, change to more conservative policies, or change to less conservative policies?

					Aug08a
Continue Bush policies	48	21	72	45	47
Change to more conservative	19	32	10	18	20
Change to less conservative	20	30	11	22	24
DK/NA	13	17	7	15	9

q21 BLANK

q22 Regardless of how you intend to vote, how likely do you think it is that John McCain would be an effective commander-in-chief of the nation's military -- would you say it is very likely, somewhat likely, not very likely, or not at all likely?

Very likely	45	73	29	39	44
Somewhat likely	32	23	37	35	36
Not too likely	10	1	20	8	12
Not at all likely	9	1	11	15	7
Don't know/No answer	4	2	3	3	1

q23 Which of these statements comes closer to your opinion: the presidential candidates' choices for Vice President will have a great deal of influence on my vote; OR I will vote based mostly on the presidential candidates, not on whom they choose for Vice President.

** REGISTERED VOTERS **

*** Party ID ***

	Total	Rep	Dem	Ind	Aug08a
	%	%	%	%	%
VP Choices have influence	28	26	27	30	25
Vote on presidential candd	68	71	69	65	72
DK/NA	4	3	4	5	3

q24 BLANK

q25 Is your opinion of Joe Biden favorable, not favorable, undecided, or haven't you heard enough about Joe Biden yet to have an opinion?

Favorable	37	18	56	32	13
Not favorable	16	37	4	11	12
Undecided	14	14	15	12	18
Haven't heard enough	33	31	24	45	54
Refused	0	0	1	0	3

q26 Is your opinion of Sarah Palin favorable, not favorable, undecided, or haven't you heard enough about Sarah Palin yet to have an opinion?

Favorable	22	48	6	17
Not favorable	11	2	21	7
Undecided	7	7	9	6
Haven't heard enough	59	43	62	69
Refused	1	0	2	1

q27 Is your opinion of Hillary Clinton favorable, not favorable, undecided, or haven't you heard enough about Hillary Clinton yet to have an opinion?

Favorable	52	21	83	47	45
Not favorable	36	70	10	35	43
Undecided	11	7	7	17	11
Haven't heard enough	1	2	0	1	1
Refused	0	0	0	0	0

q28 Is your opinion of Michelle Obama favorable, not favorable, undecided, or haven't you heard enough about Michelle Obama yet to have an opinion?

Favorable	41	20	60	37	28
Not favorable	21	37	9	20	18
Undecided	16	19	13	18	20
Haven't heard enough	22	23	18	24	33
Refused	0	1	0	1	1

q29 Does Barack Obama naming Joe Biden as his vice-presidential running mate make a difference in whether or not you will vote for Barack Obama in November?
 IF YES, ASK: Does having Joe Biden on the ticket make you more likely or less likely to vote for Barack Obama in November?

** REGISTERED VOTERS **

*** Party ID ***

	Total	Rep	Dem	Ind
	%	%	%	%
More likely	15	6	18	19
Less likely	4	6	1	5
Makes no difference	78	86	79	70
DK/NA	3	2	2	6

q30 Which of these three statements describes how you feel about John McCain's having named a woman for his Vice-Presidential running mate?

					1984 (Ferraro)
I'm really excited about it	25	38	12	28	22%
I think it's all right	60	54	66	59	60
I think it's a bad idea	11	6	19	8	14
DK/NA	4	2	3	5	4

q31 Does John McCain naming Sarah Palin as his vice-presidential running mate make a difference in whether or not you will vote for John McCain in November?
 IF YES, ASK: Does having Sarah Palin on the ticket make you more likely or less likely to vote for John McCain in November?

More likely	13	18	5	17
Less likely	11	4	18	10
Makes no difference	72	74	75	68
DK/NA	4	4	2	5

q32 BLANK

q33 Did you watch any of the television coverage of the Democratic convention?

** TOTAL RESPONDENTS **

Yes	71	63	83	64
No	29	37	17	36

q34 Did you watch or listen to any of Barack Obama's acceptance speech on Thursday night?

** THOSE WHO WATCHED DEM CONVENTION **

Yes	77	76	81	72
No	23	24	19	28
DK/NA	0	0	0	0

q35 Did what you saw of the Democratic convention affect your opinion of Barack Obama?
 IF YES, ASK: Did it make you think better of him or worse of him?

** THOSE WHO WATCHED DEM CONVENTION **

	*** Party ID ***			
	Total	Rep	Dem	Ind
	%	%	%	%
Yes, made opinion better	39	20	53	36
Yes, made opinion worse	7	14	2	8
No, didn't affect opinion	52	65	44	53
DK/NA	2	1	1	3

q36 What was it you saw during the convention that affected your opinion of Barack Obama?

** AMONG THOSE WHO SAID THEIR OPINION
 OF OBAMA HAD CHANGED **

	%
Obama's speech	20
Learned more	19
Issues covered	15
Liked/Didn't like (general)	14
Stadium/production	4
Hillary Clinton's speech	3
Obama family	2
Other speech	2
Delegates enthusiasm	2
Tough on Republicans	2
Other	9
DK/NA	8

q37 Do you expect to watch any of the television coverage of the Republican convention?

** TOTAL RESPONDENTS **

Yes	64	75	61	60
No	33	20	37	38
DK/NA	3	5	2	2

	UNWEIGHTED	WEIGHTED
Total Respondents	875	
Total Republicans	247	229
Total Democrats	310	308
Total Independents	318	337
Total Registered Voters	781	743