

Global Views Survey Research Center **Survey on President Ma Ying-jeou's Approval Rating and the Presidential Election in 2012**

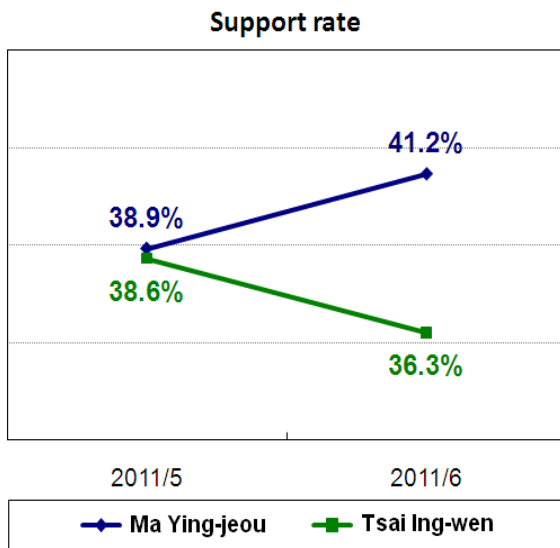
A. President Ma Ying-jeou's approval rating and the public trust in him, and KMT legislators' approval rating

2011 / 6	Positive evaluation	Negative evaluation
Public trust in President Ma	40.8 % (-1.2 %)	39.6 % (-3.3 %)
President Ma's approval rating	34.3 % (+0.4 %)	50.8 % (-3.5 %)
KMT legislators' approval rating	25.3 % (-2.0 %)	55.4 % (-0.4 %)

Notes:

1. The bracketed numbers represent fluctuations of percentages from last month.
2. Responses of positive evaluation include different levels, such as trust someone very much and somewhat trust someone; the calculation method is also applied to negative responses.
3. Results of the surveys are available in the Global Views Survey Research Center (GVSRC) online database, which is accessible to members of the GVSRC database only.

B. Support rate of presidential candidates in 2012 ("Campaign Indicator" with estimated vote shares excluded)



Information:

1. People who will not vote and those who did not give explicit responses account for 22.5 percent in the survey.
2. The calculation of support rate is based on people aged above 20, and the vote share is estimated with the basis of people who will vote. Those data are incomparable because of different basis.
3. GVSRC uses the Campaign Indicator model to predict the turnout rate and vote shares of each candidate. More information about the model and the previous election predictions are available on the GVSRC website.
4. GVSRC will conduct a monthly poll on the 2012 presidential election. Members of the database will have access to the latest information on the Campaign Indicator results.

C. Respondents' evaluations on possible changes in cross-Strait relations if either candidate wins the presidency in 2012, respectively

2011 / 6	Better than now	Worse than now	Almost the same	Don't know
Ma Ying-jeou	31.7 %	9.3 %	45.0 %	14.1 %
Tsai Ing-wen	7.7 %	30.4 %	43.6 %	18.3 %

This survey was conducted by GVSRC from 6.20 p.m. to 10.00 p.m. from June 13 to 15, 2011. It was conducted with random-digit-dial sampling and computer-assisted telephone interviewing method. 1,100 Taiwanese citizens who are 20 or older completed the interview. One can say with 95% confidence level that the margin of error is $\pm 3.0\%$. Gender, living area (household registration area was used for presidential election questions), age, and educational level of the interviewees have undergone weighting procedure and test of the sample's representativeness in the survey results.

Global Views Survey Research Center officially launched a new website and an online database (in Chinese only), which includes results of surveys of the Taiwan Public Mood Index (TPMI), the approval rating and public trust index of the president, the annual regional survey on mayor and county magistrate's approval ratings, and the latest surveys and predictions on elections. Results of the surveys are accessible to members, who also have the option to pay to download cross-tabulations and raw data for first-hand information. Please visit the GVSRC website for a special membership offer available only from now through July.

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