

FOR IMMEDIATE RELEASE

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<http://www.gvm.com.tw/gvsrc/eng/index.asp>


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## GVSRC/Economic Daily News: TPMI Survey March 2008

### A、Taiwan Public Mood Index (TPMI)

Many countries, and regional and international organizations conduct regular index surveys on changes in public attitude towards politics and economy. They use the surveys to understand people's judgment on and expectation for government efficiency, economy and livelihood. The surveys are also used as an important reference for observations on national political trends and social stability. The *Global Views Monthly* is fully devoted to disseminating progressive ideas since its establishment 22 years ago. Continuing in this tradition, the Global Views Survey Research Center (GVSRC) planned and initiated the "Taiwan Public Mood Index" (TPMI) survey in June 2006. GVSRC will release survey results regularly every month to provide references for interested parties domestically and internationally.

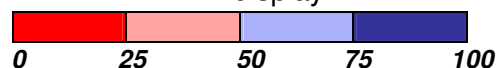
Following is the GVSRC's TPMI fundamental structure, and the survey result for March 2008:

 Taiwan Public Mood Index (TPMI) for March 2008 = <b>38.6</b>	
Political Confidence Index (PCI) = <b>41.7</b>	Economic Confidence Index (ECI) = <b>35.4</b>
Ruling Side Trust Index (RSTI) = <b>35.0</b>	Current Economic Situation Index (CESI) = <b>26.2</b>
Trust Index for President Chen Shui-bian <b>31.8</b>	
Trust Index for Premier Chang Chun-hsiung <b>39.0</b>	Current Domestic Economy Index <b>17.5</b>
Trust Index for the Democratic Progressive Party (DPP) <b>34.2</b>	Current Personal Finance Index <b>34.8</b>
Political Optimism Index (POI) = <b>51.8</b>	Economic Optimism Index (EOI) = <b>44.7</b>
Domestic Political Stability Outlook Index <b>48.3</b>	Domestic Economic Improvement Index <b>44.9</b>
Cross-Strait Relations Alleviation Outlook Index <b>55.2</b>	Personal Financial Improvement Index <b>44.4</b>

(The following items are not included in PCI)

Opposition Side Trust Index (OSTI) = <b>53.0</b>
Trust Index for Kuomintang (KMT) chairman Wu Poh-hsiung <b>53.6</b>
Trust Index for the KMT <b>52.4</b>
Other Major Parties Trust Index
Trust index for the People First Party <b>38.0</b>
Trust Index for the Taiwan Solidarity Union <b>34.8</b>

TPMI display



0-25: Losing major public approval  
 25-50: Losing some public approval  
 50-75: Winning some public approval  
 75-100: Winning major public approval

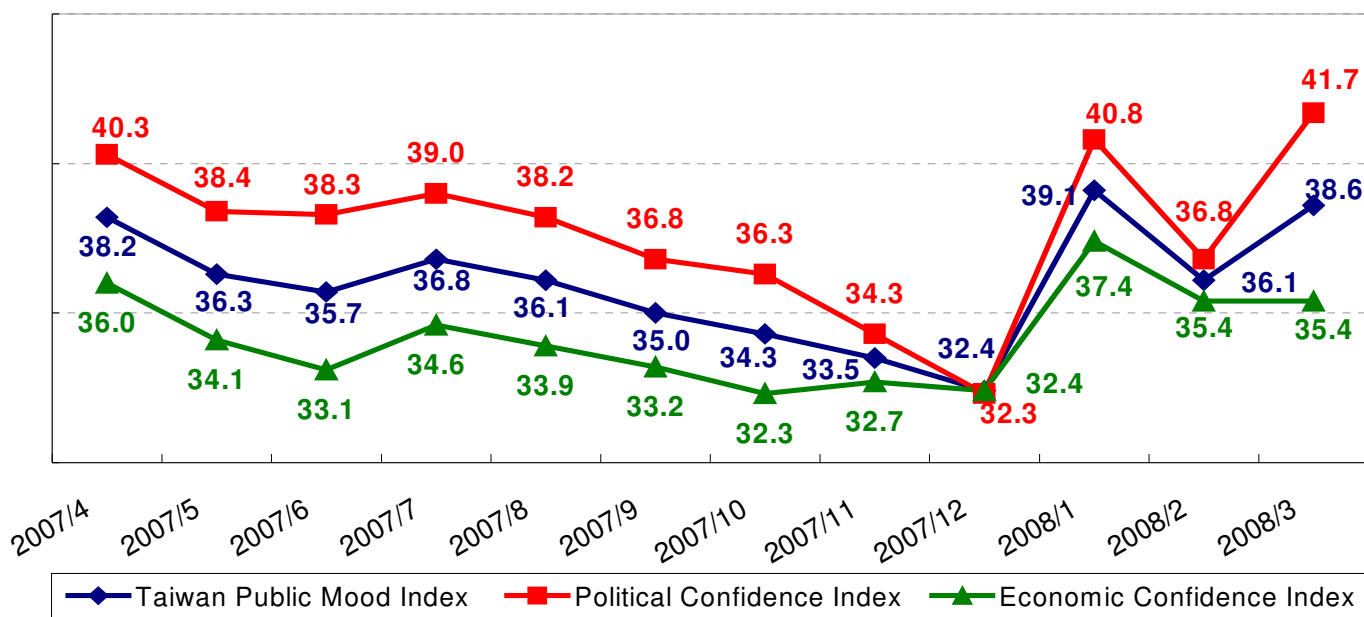
For more information and TPMI survey methodology, please visit:

[www.gvm.com.tw/gvsrc/eng/index.asp](http://www.gvm.com.tw/gvsrc/eng/index.asp)

The TPMI includes two major aspects of Taiwan, the Political Confidence Index (PCI) and the Economic Confidence Index (ECI). The TPMI and its subsidiary indexes are between 0 and 100. When the index is higher than 50, it represents optimism or positive evaluations. The higher the index, the more optimistic and positive the public is, and that means the government is winning public approval. When the index is lower than 50, it represents pessimism or negative evaluations. The lower the index, the more pessimistic and negative the public is, and that means the government is losing public approval.

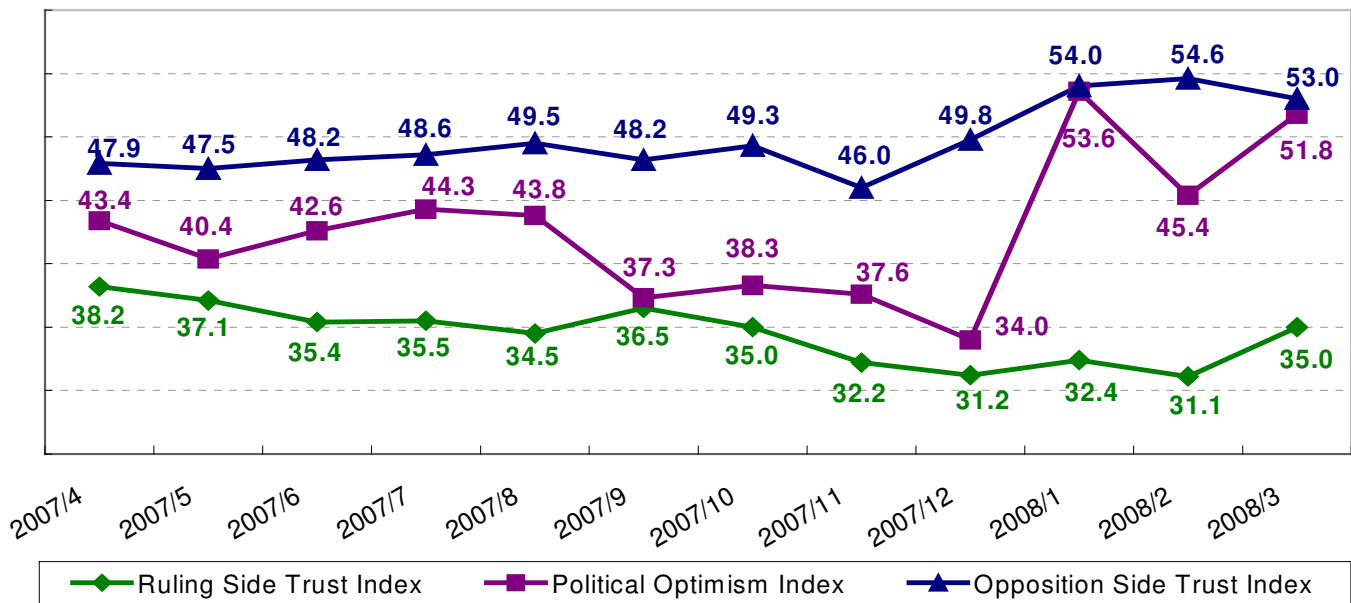
**B. TPMI rises 2.5 points this month, PCI rises 4.9 points and ECI remains flat.**

TPMI this month is at 38.6, PCI is at 41.7 and ECI at 35.4. Compared with last month, TPMI rises 2.5 points, PCI surges 4.9 points, and ECI remains flat. PCI this month rises higher than it did after the legislative elections in January, and this shows that the public has high expectations for the outcome of the presidential elections. On the other hand, the public remains reserved about the economy. Although TPMI rises this month on gains in PCI, it still falls in the level of “losing some public approval.”



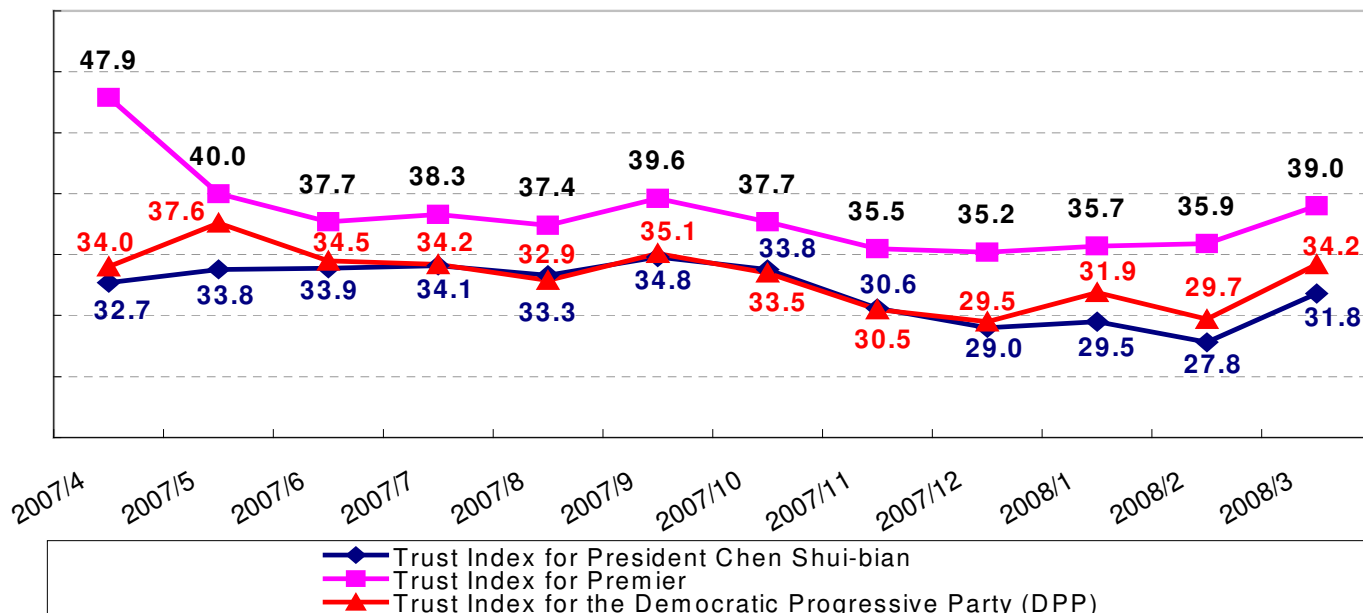
**C. PCI this month: RSTI rises 3.9 points, and POI surges 6.4 points.**

RSTI gains 3.9 points this month to 35.0. Meanwhile, POI surges 6.4 points to 51.8, returning to almost the same level as right after the legislative elections in January. On the other hand, OSTI falls 1.6 points to 53, but it remains in the level of “winning some public approval.” The gap between OSTI and RSTI has decreased to 18.0 points. This may reflect how Taiwanese people are reacting to the presidential campaigns, including their responses to how candidates are promoting their platforms and dealing with crises.



a. RSTI this month: the trust indexes for the president, the premier and the ruling party all rise.

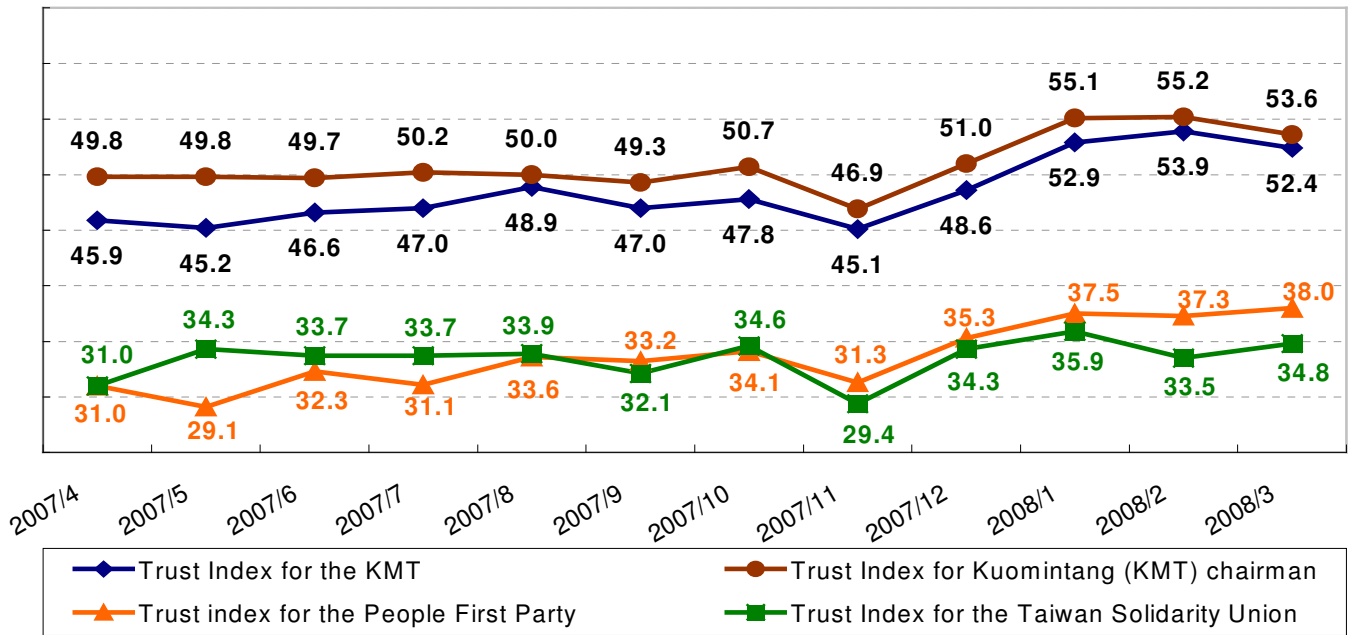
The trust index for President Chen Shui-bian is at 31.8, the trust index for Premier Chang Chun-hsiung is at 39.0, and the trust index for the ruling DPP is at 34.2 this month. Compared with last month, the trust index for the president rises 4.0 points, the trust index for the premier gains 3.1 points, and the trust index for the ruling Democratic Progressive Party also goes up 4.5 points. The rise in all three subindexes reflects the boost in the government supporters' morale as the DPP administration has been promoting its achievement and platform in the media and the party's presidential and vice presidential candidates have been conducting nationwide campaigns.



b. OSTI this month: the trust indexes for the KMT and its chairman both fall but they still retain positive evaluations, while the trust indexes for the PFP and the TSU rise.

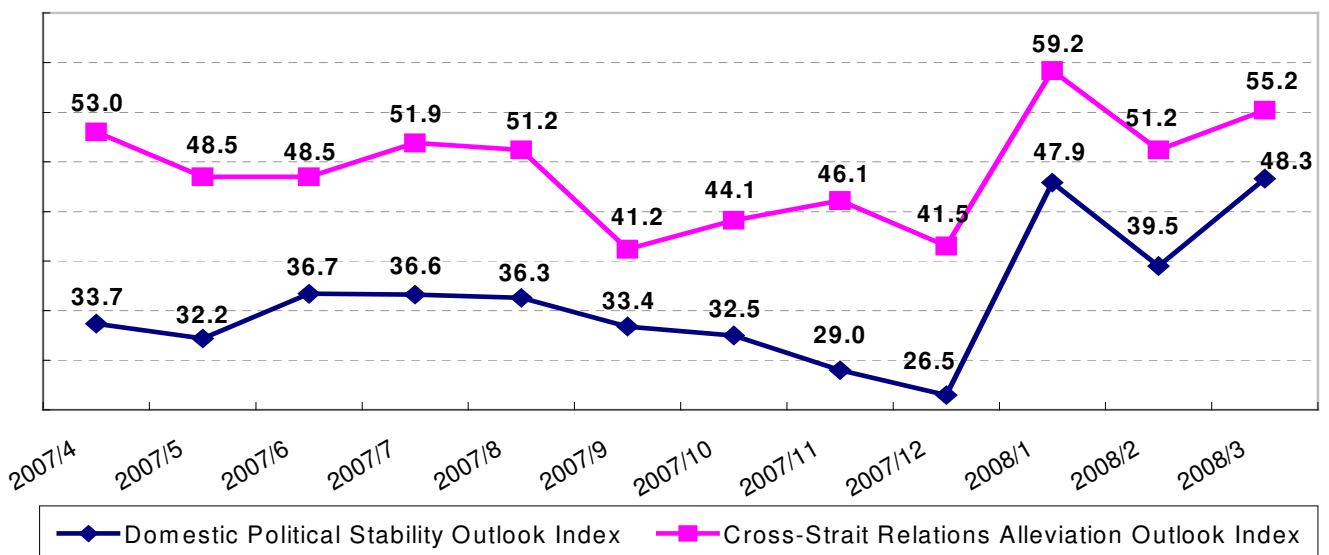
The trust index for the KMT falls 1.5 point from last month to 52.4, and the trust index for KMT Chairman Wu Poh-hsiung also loses 1.6 point to 53.6. Despite the loss, both indexes

stay in the level of “winning some public approval.” Meanwhile, the trust index for the PFP rises 0.7 point to 38.0, and the trust index for the TSU rises 1.3 point to 34.8.



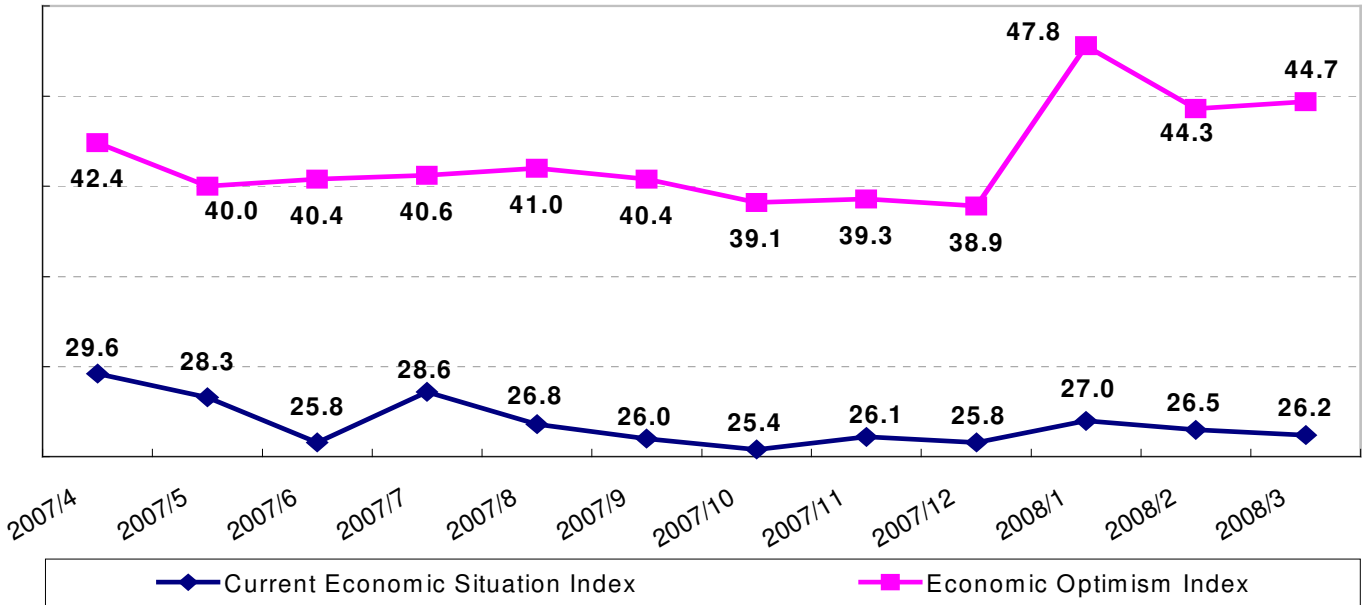
c. POI this month: the index for public judgment on alleviation of tension in cross-Strait relations next month and the index for public judgment on domestic political stability next month both surge.

The index for public judgment on alleviation of tension in cross-strait relations surges 4.0 points this month to 55.2, maintaining its positive evaluation since the beginning this year. Meanwhile, the index for public judgment on domestic political stability next month also surges 8.8 points to 48.3, hitting a new record high since the survey started in June 2006. It is also the subindex that makes the biggest gain this month. Taiwanese people are expecting that political turbulences caused by political campaigns are coming to an end as the presidential election approaches. Further, China has been monitoring Taiwan’s political developments during the presidential campaigns without adopting rash moves. Faced with these conditions, Taiwanese public are expecting that domestic politics and cross-strait relations will become more stable and calm next month. This may be why both subindexes rise this month.



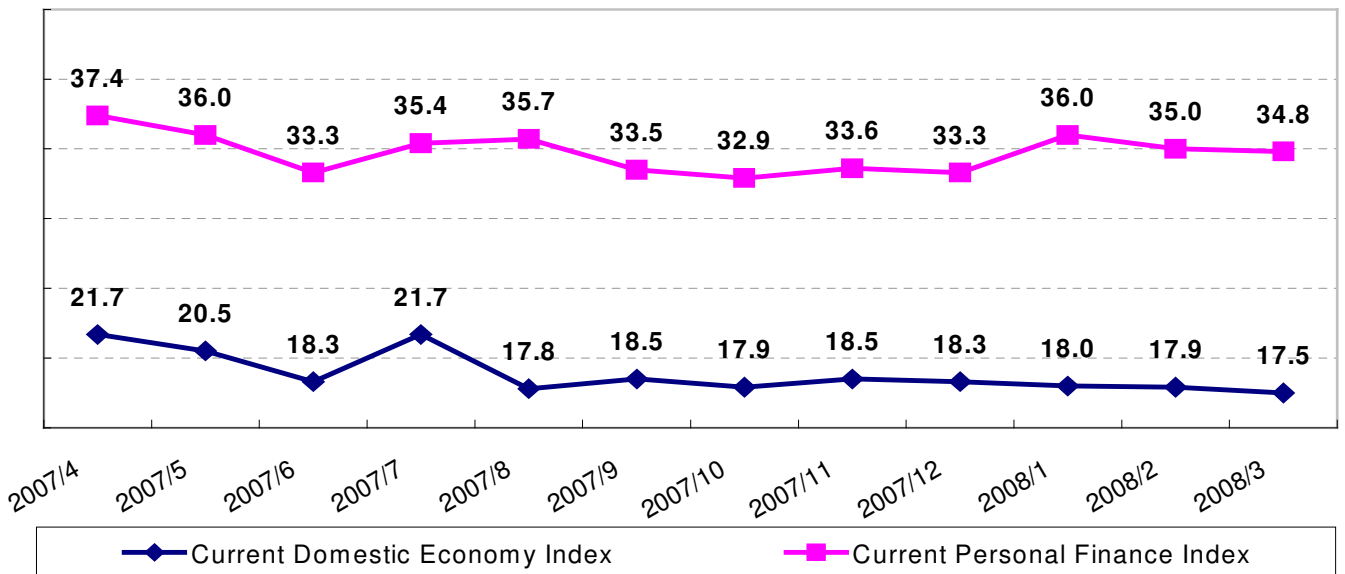
**D. ECI this month: CESI falls 0.3 point, while EOI rises 0.4 point.**

CESI falls 0.3 point to 26.2 this month, and it continues to approach the bottom of the “losing some public approval” level. This shows that Taiwanese people are still feeling downbeat about the current domestic economy and personal financial situation. On the other hand, EOI rises 0.4 point to 44.7, hitting the second highest since the survey started in June 2006 \_ the highest being after the legislative elections in January. This shows that Taiwanese people are expecting the outcome of the presidential election to boost the economy.



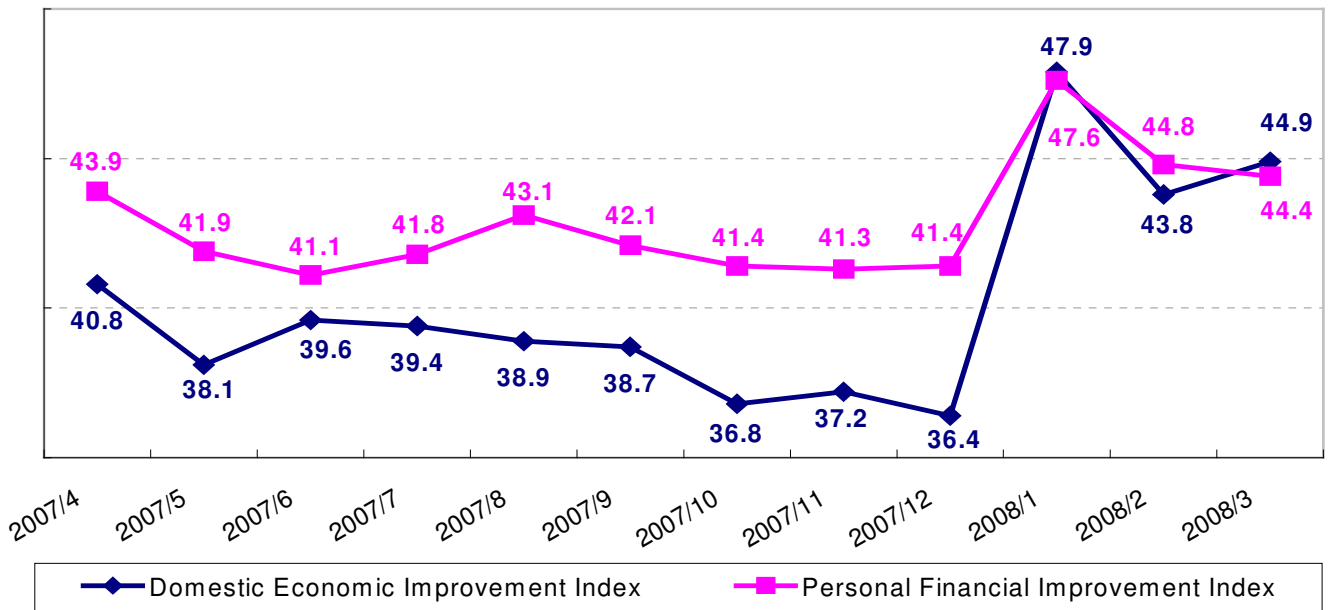
**a. CESI this month: the index for current personal finance falls 0.2 point, and the index for the current domestic economy also loses 0.4 point.**

The index for current personal finance falls 0.2 point to 34.8. The index for the current domestic economy also loses 0.4 point to 17.5, staying in the “losing major public approval” level. The loss in the economic subindex reflects Taiwanese people’s lack of confidence in the current economy. The subindex continues to stay in the “losing major public approval” level. It is even sliding further, hitting the second lowest since the survey started in June 2006.



b. EOI this month: the index for judgment on improvement in the domestic economy next month rises 1.1 point, while the index for judgment on improvement in personal finance next month loses 0.4 point.

The index for judgment on improvement in personal finance next month falls 0.4 point to 44.4. Meanwhile, the index for judgment on improvement in the domestic economy next month rises 1.1 point to 44.9, hitting the second highest since the survey started in June 2006\_ the highest being after the legislative elections in January. In other words, although Taiwanese people still feel pessimistic about the possibility of improvement in personal finance and the domestic economy, they still rate these two subindexes higher than the current economy.



This survey was conducted by GVSRC from 6.20pm to 10.00pm on March 13-17, 2008. It is conducted with random-digit-dial sampling and computer-assisted telephone interviewing methods. 1005 people who are 20 or older completed the interview. One can say with 95 percent confidence level that the theoretical margin of sampling error is  $\pm 3.1$  percent. Gender, living area, age, educational level and other features of the interviewees have undergone weighting procedure and test of the sample's representativeness in the survey results.