



## Taiwan Public Opinion Foundation

### July 2023 Public Opinion Poll – English Excerpt

Released:

**July 25, 2023**

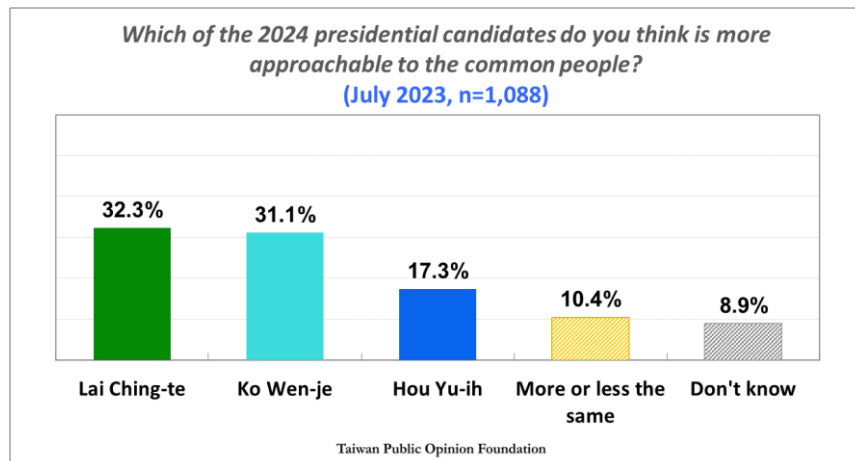
**Taiwan Public Opinion Foundation** (TPOF) today released the result of its July 2023 nation-wide poll. This marks the 84th monthly survey conducted by the TPOF aimed at tracking the development and changes in Taiwan's public opinion. The full release in Chinese language is available on our [official website](#).

#### **How the Survey was Conducted**

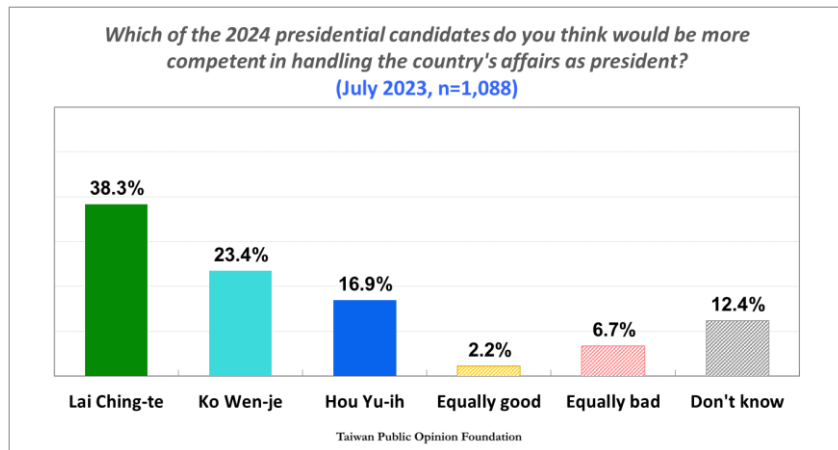
This survey was conducted on July 17-18, 2023, with a sample size of 1,088. Adults 20 years of age and older residing in Taiwan were interviewed by telephone using live interviewers. Landline and cellphone numbers were drawn through dual-frame random sampling with a proportion of 70% from landlines and 30% from cellphones. Samples were demographically weighted to adjust for gender, age, education and the district of residency based on the latest statistics published by the Ministry of the Interior. Sampling error is around  $\pm 2.97$  percentage points with 95% level of confidence.

## Main Findings:

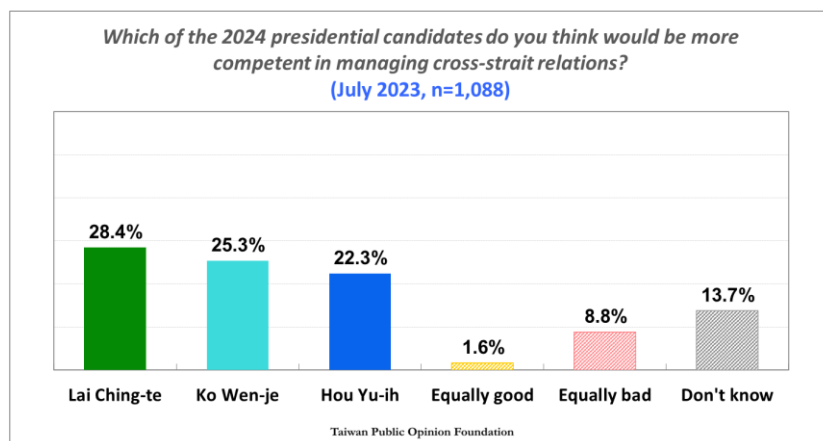
1. For the upcoming January 2024 presidential election, the poll asked respondents which of the candidates they find to be more *approachable* to the common people. Among Taiwanese adults aged 20 years and older, DPP candidate Lai Ching-te ranked first at 32.3% but is closely trailed by former Taipei City Mayor Ko Wen-je at 31.1%, while KMT candidate Hou came third and last at just 17.3%.



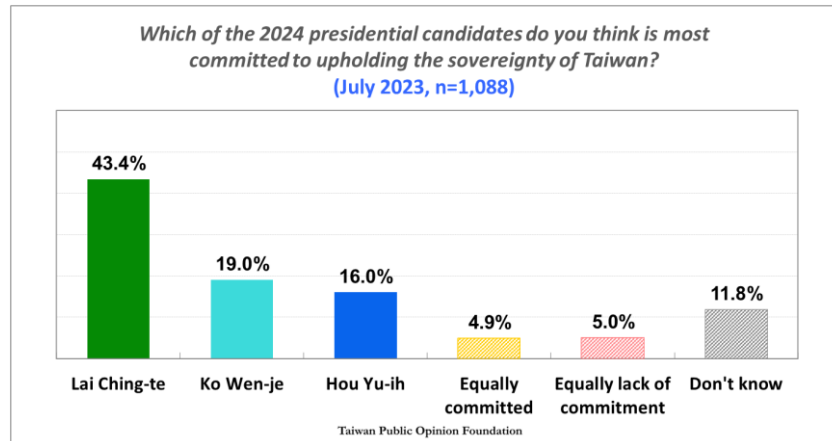
2. The poll asked respondents which of the candidates they think would be more competent as a president. Among Taiwanese adults aged 20 years and older, DPP's Lai came first at 38.8%, Ko came second at 23.4%, KMT's Hou came last at 16.9%. More specifically:
  - Among those under age 40 a majority thinks Ko would be the most competent president, while the majority among all other age groups above 40 think Lai would be the most competent.
  - Lai and Ko are almost equally split among those with college education attainments and above, but Lai dominates among non-college voters by a large margin.
  - About 86% DPP supporters think Lai would be the most competent president, and 73% TPP supporters think the same about Ko. However only 56% KMT supporters think Hou is the most competent out of three candidates, a clear sign of lack of confidence on the part of KMT supporters toward their nominated presidential candidate.



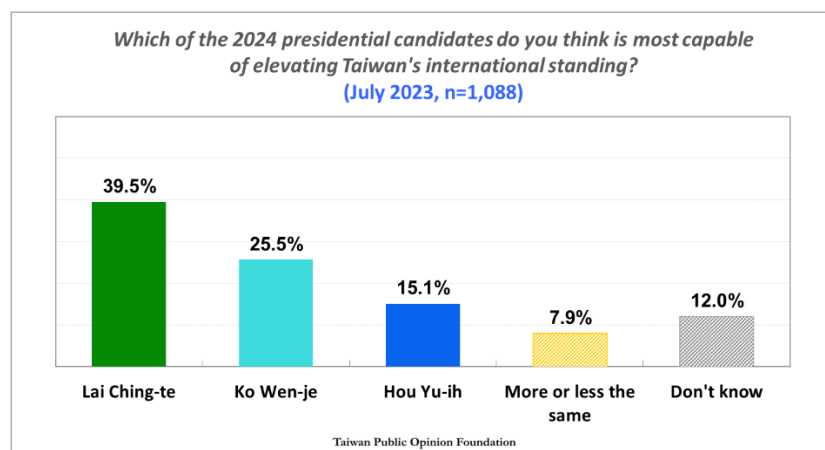
- The poll asked respondents which of the candidates they think would be more competent in managing cross-strait relations with China. Among Taiwanese adults aged 20 years and older, DPP's Lai came first at 28.4%, Ko came second at 25.3%, KMT's Hou came last at 22.3%.



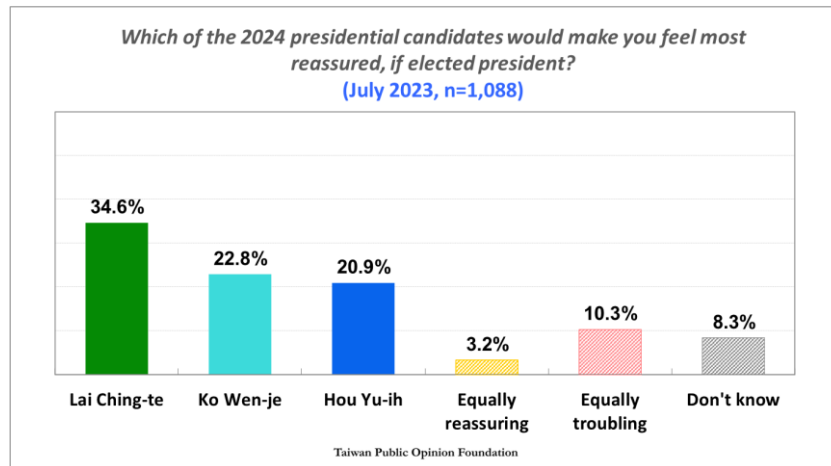
- The poll asked respondents which of the candidates they think is most committed to upholding the sovereignty of Taiwan. Among Taiwanese adults aged 20 years and older, DPP's Lai received a clear majority of confidence at 43.4%, Ko came distant second at 19%, KMT's Hou came last at 16%.



5. The poll asked respondents which of the candidates they think is most capable of elevating Taiwan's international standing. Among Taiwanese adults aged 20 years and older, DPP's Lai received the most confidence at 39.5%, Ko came second at 25.5%, KMT's Hou came last at 15.1%

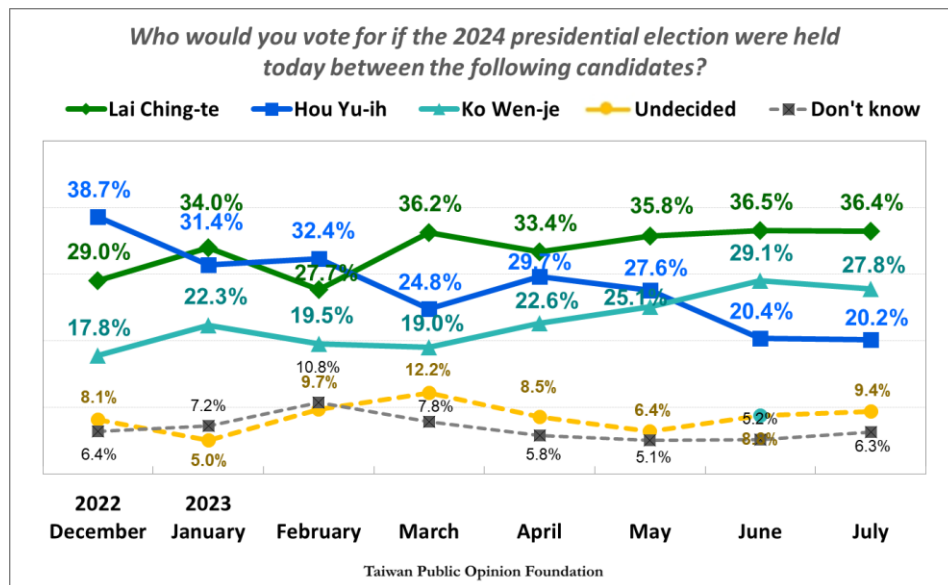
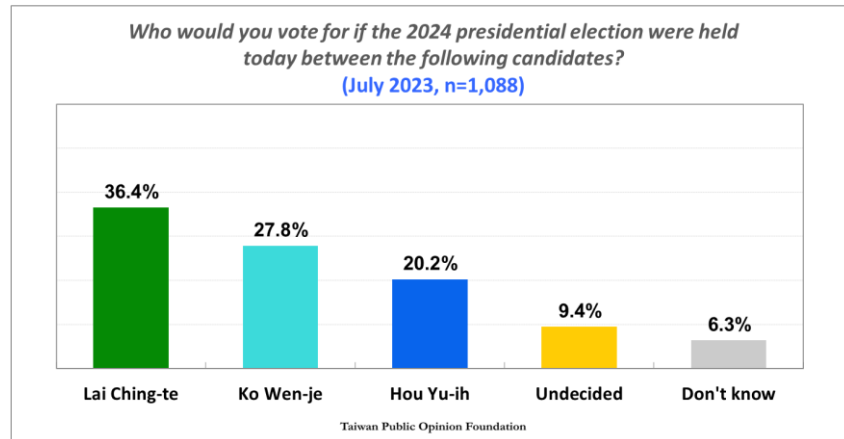


6. The poll asked respondents which of the candidates would make them feel most reassured if elected president. Among Taiwanese adults aged 20 years and older, DPP's Lai is the most reassuring presidential candidate at 34.6%, Ko came second at 22.8%, KMT's Hou came last at 20.9%.

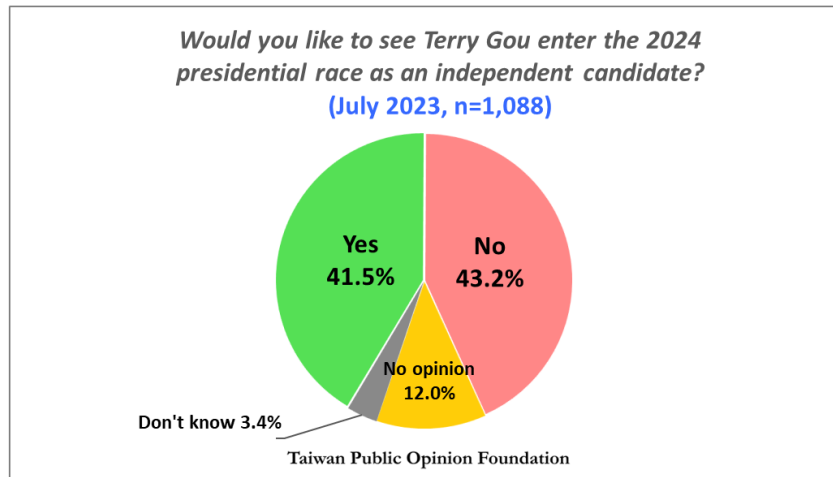


7. On the 2024 presidential election, the poll finds among Taiwanese adults aged 20 years and older, Vice President Lai Ching-te leads at 36.4%, former Taipei City Mayor Ko Wen-je came second at 27.8%, and New Taipei City Mayor Hou Yu-ih came third at 20.2%. Compared to June poll, the balance between the three candidates has not changed much. Ko's popularity declined slightly, even after the notable [July 16 anti-government rally](#) in Taipei that featured Ko prominently. Lai still retained the lead in the race, and his level of support seems to be the most stable among all three candidates. On the other hand, Hou continues to struggle against even Ko, and is now down to just half the support he had compared to December of last year. Some other observations:

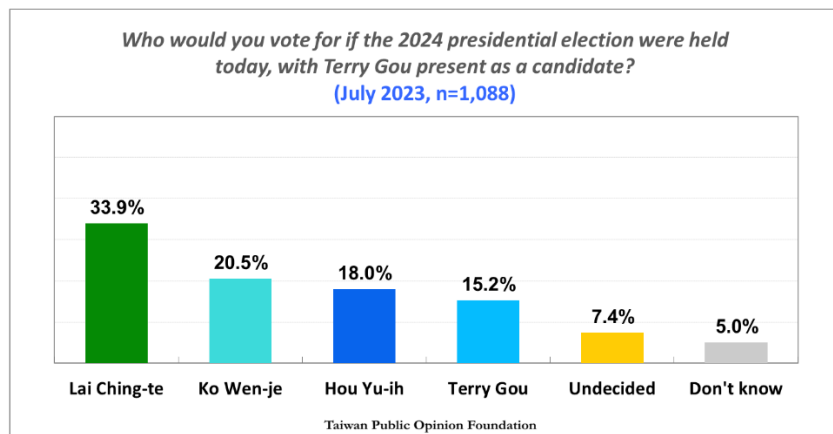
- Ko still holds a dominant lead among younger voters from 20-44, while Lai is the majority favorite among all other age groups from and above 45.
- For those with college education and above Ko is the clear favorite with 39%, while Lai has 28% and Hou has 17%. On the other hand, Lai is the clear favorite among those with lower education attainments, with 50% of those with just middle school supporting him.
- About 88% DPP supporters support Lai, while 87% TPP supporters support Ko, but only 68% supporters support their party's candidate Hou. Among independents, 21% support Ko, 16% support Lai, and 11% support Hou.



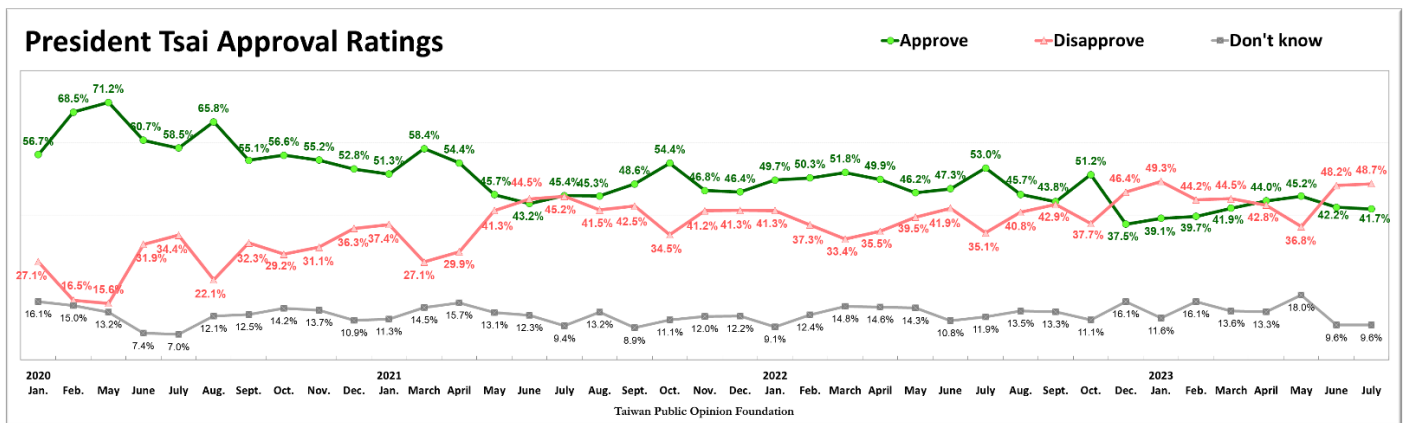
8. Foxconn tycoon Terry Gou was a contender for KMT's presidential nomination but lost out to Hou Yu-ih in May. Since then, Gou has continued to "campaign" around Taiwan and rally supporters but has not formally launched an independent campaign yet. The poll found among Taiwanese adults aged 20 years and older, the public is mixed on whether they like to see Gou run as an independent presidential candidate. Among KMT supporters, 25% like to see Gou run while 67% do not. Among TPP supporters, 40% like to see Gou run while 50% do not.



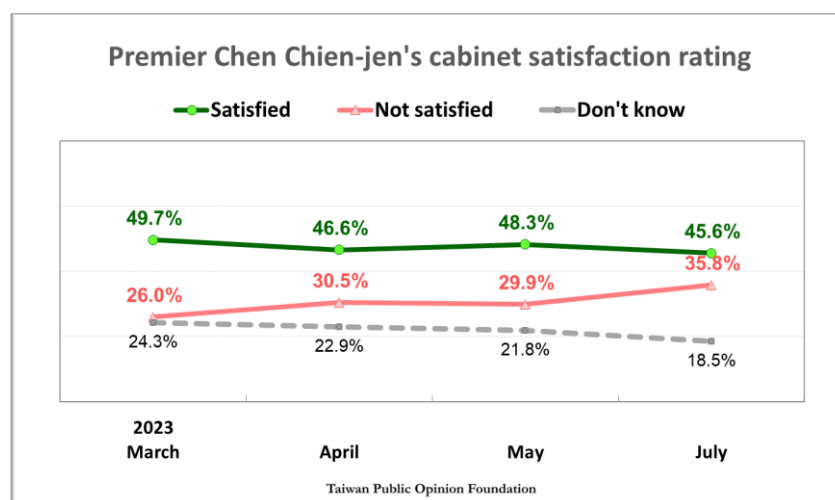
9. What if Terry Gou proceeds to declare presidential candidacy and manages to gather enough citizen petitions to run as an independent candidate? In a hypothetical four-way race, the poll found among Taiwanese adults aged 20 years and older, Lai still has the most support at 33.9%, Hou is down slightly to 18%, but the most impact is felt on Ko whose support would decrease from 27.8% to 20.5%. In this scenario, Gou would have just 15% support. As such, if Gou insists on running as an independent, he would most damage Ko's standing the most while increasing Lai's effective lead over all other candidates.



10. On Presidential job approval rating, the poll finds among Taiwanese adults aged 20 years and older, a majority of 48.7% disapproved of the way Tsai Ing-wen is handling her job as the President, while a minority of 41.7% approved of her. Despite DPP's candidate (and Vice President) Lai still leads the poll for 2024 presidential race, President Tsai's popularity evidently sits at one of the lowest points over the past several years. Whether Tsai's unpopularity would hurt DPP's standing in the 2024 presidential and legislative elections, that remains to be seen.



11. Premier Chen Chien-jen has been in office for five months since President Tsai appointed him to the position. The poll finds among Taiwanese adults aged 20 years and older, 45.6% were satisfied with this Chen cabinet's performance so far, while 35.8% were not satisfied. While the majority is still satisfied with Chen cabinet's performance, opposition has noticeably increased over the past two months.



12. On political party affiliation, the poll finds among Taiwanese adults aged 20 years and older, 32% said they support the ruling Democratic Progressive Party (DPP), 23% support the Kuomintang (KMT), 17.3% support the Taiwan People's Party (TPP), 1.8% support the New Power Party (NPP), 1.9% support the Taiwan State-building Party (TSP), and 22.5% respondents identified themselves as independents. Compared to our June poll, smaller third parties including TPP all declined significantly, while both DPP and KMT made gains. While Ko's standing in the presidential race poll has not decreased that much, his party TPP's partisan support decreased almost 5% or a quarter of the support over the past month. One possible explanation is that some KMT supporters who flocked to Ko's TPP in



June have now recoalesced around the KMT camp as the election date approaching.

