



## **Taiwan Public Opinion Foundation**

### **November 2023 Public Opinion Poll – English Excerpt**

Released:

**November 28, 2023**

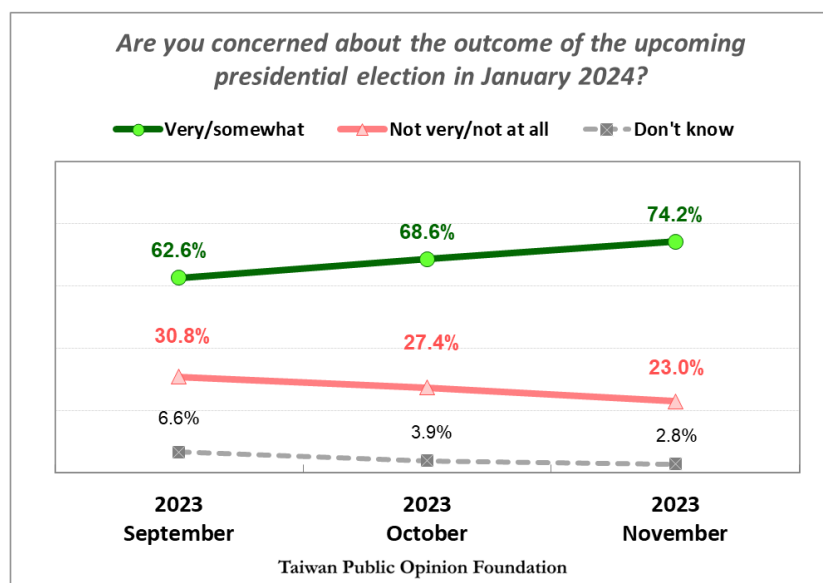
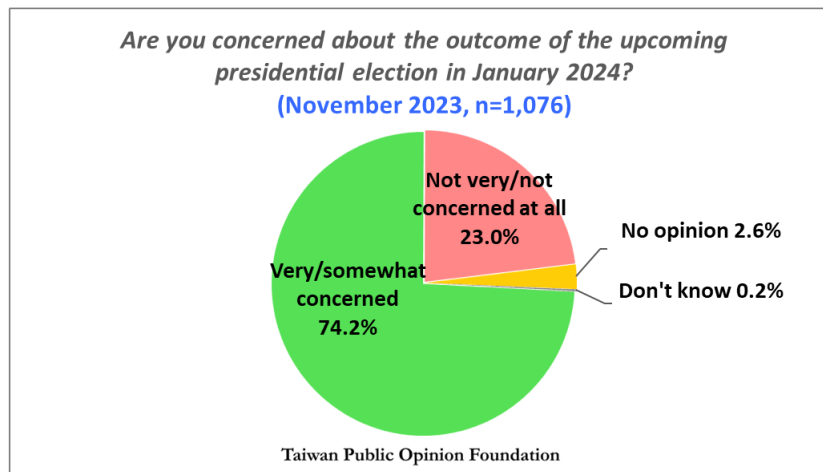
**Taiwan Public Opinion Foundation (TPOF)** today released the result of its October 2023 nation-wide poll. This marks the 88th monthly survey conducted by the TPOF aimed at tracking the development and changes in Taiwan’s public opinion. The full release in Chinese language is available on our official website.

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

This survey was conducted on November 19-21, 2023, with a sample size of 1,076. 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  $\pm 2.99$  percentage points with 95% level of confidence.

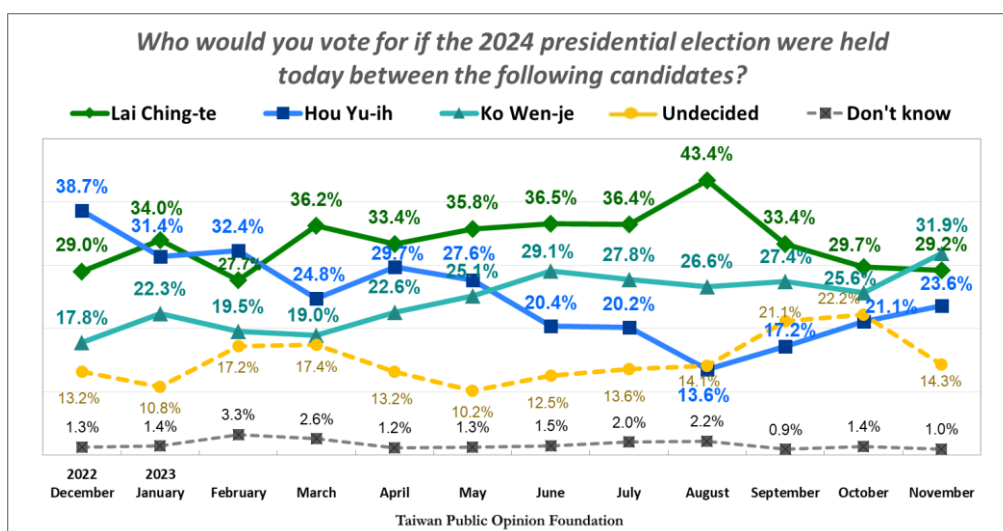
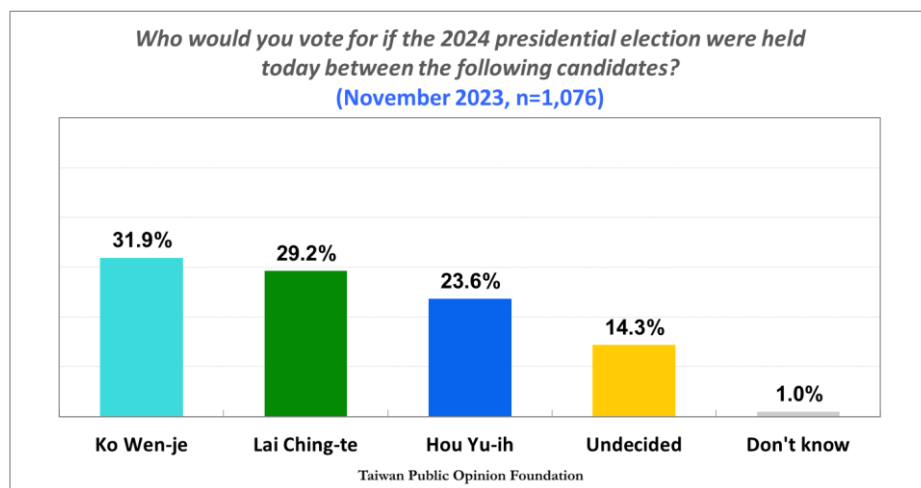
## Main Findings:

1. Taiwan is scheduled to hold the next presidential election on January 13, 2024. The poll finds among Taiwanese adults aged 20 years and older, a majority of 74.2% said they are concerned about the outcome of the election, while 23% are not concerned. Compared to results from October, the number of people who are concerned increased by another 5.6%, an indication that public interest in the election continued to grow as the voting day approaches.

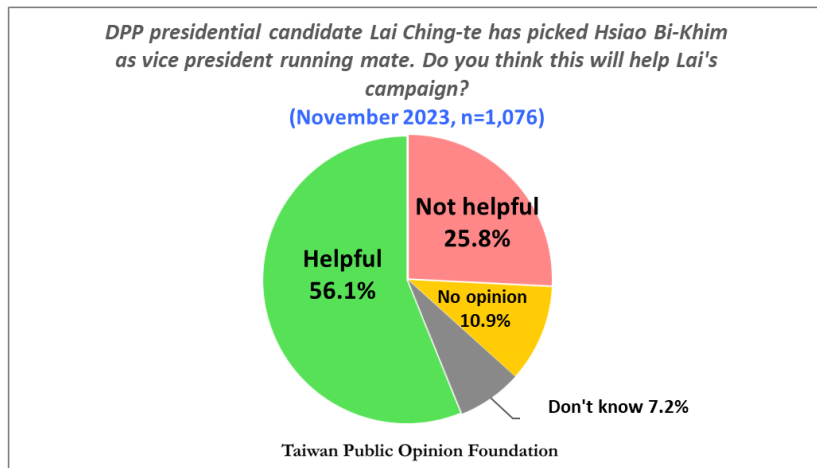


2. On the 2024 presidential election, the poll finds among Taiwanese adults aged 20 years and older, former Taipei City Mayor Ko Wen-je of the TPP leads at 31.9%, Vice President Lai Ching-te of the ruling DPP came second at 29.2%, and New Taipei City Mayor Hou Yu-ih of the KMT came third at 23.6%, This is the first time ever for a poll to find Ko surpassed Lai and established a frontrunner lead. Note however that the poll was conducted between November 19-21, which was

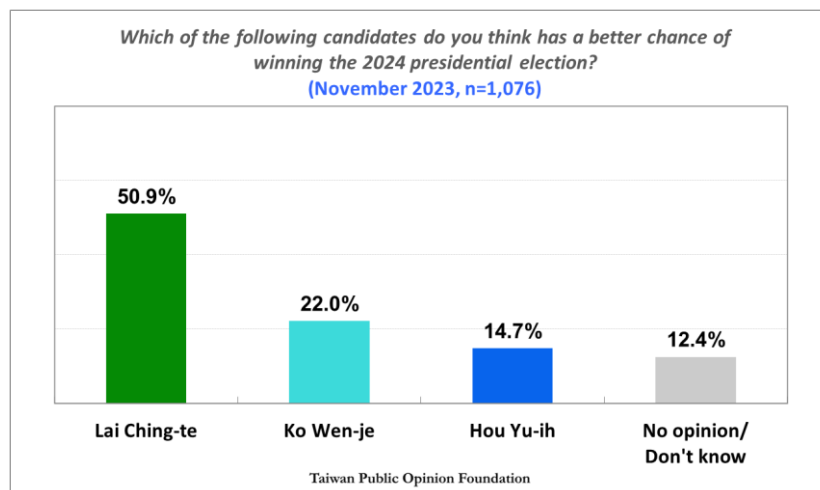
after the reports of trouble in the KMT-TPP coalition attempt, but before the official candidate registration and the vice president picks (for both Hou and Ko) were publicly announced on November 24.



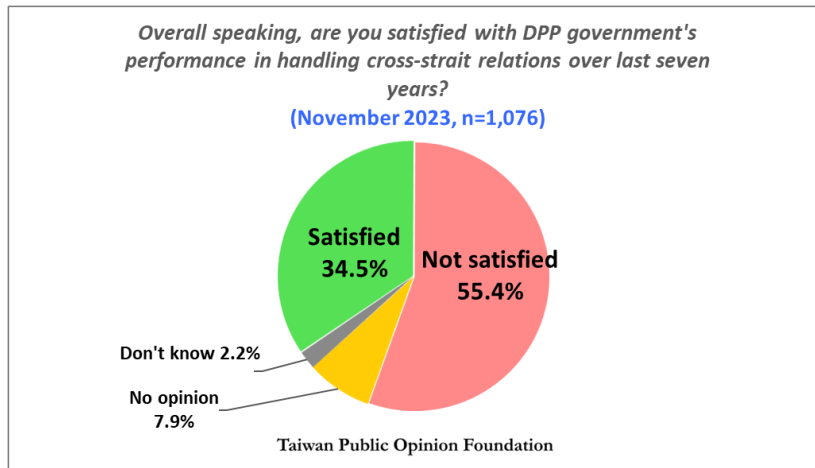
- DPP presidential candidate Lai Ching-te has picked Taiwan's TECRO representative in Washington D.C. (de facto Taiwan representative to the U.S.) as his vice president running mate. The poll finds among Taiwanese adults aged 20 years and older, 56.1% said the choice of Hsiao will be helpful to Lai's campaign, while 25.8 said she will not be helpful. The responses also shows that even majority KMT and TPP supporters thought Hsiao will help Lai, which indicates majority public see Lai's choice of Hsiao as a positive one.



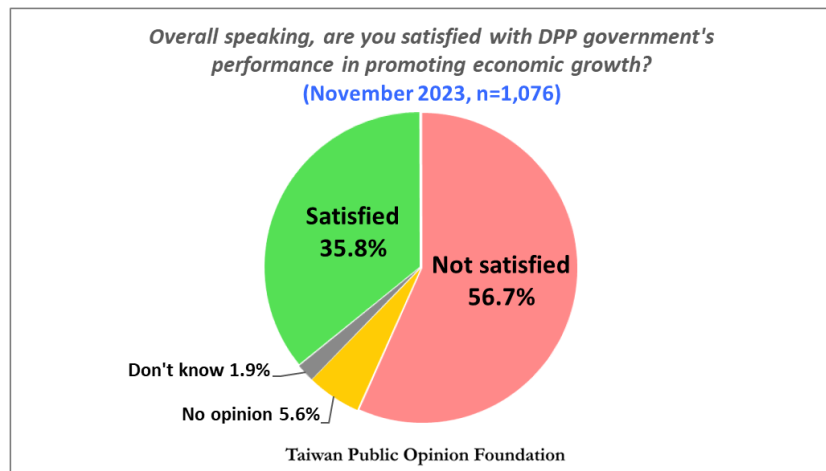
4. The poll found among Taiwanese adults aged 20 years and older, a majority of 50.9% think Lai will win the 2024 presidential election, while 22% think Ko will win, and 14.7% think Hou will win. With less than two months to go until election day, the Taiwanese public still overwhelmingly see Lai as favored to win.



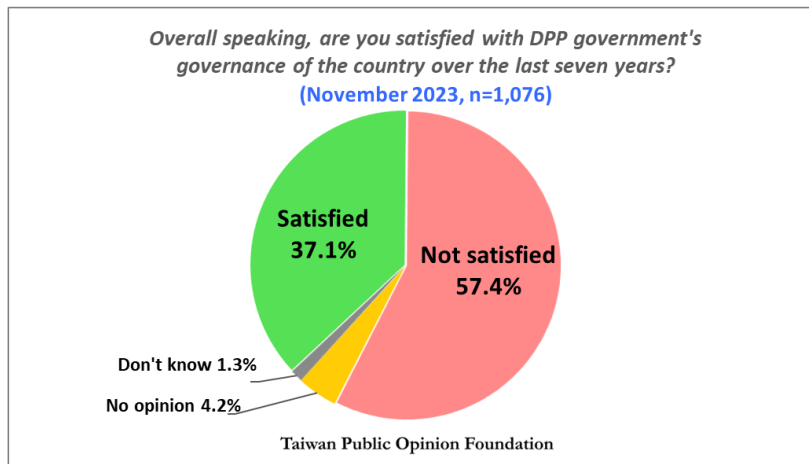
5. The poll asked respondents whether they are satisfied with the DPP government's handling of cross-strait relations over the last seven years. Among Taiwanese adults aged 20 years and older, a majority of 55.4% said they are not satisfied, while a minority of 34.5% are satisfied. The ability to navigate cross-strait relations has always been a key area that Taiwanese voters value highly, as such DPP's relative weakness on this issue could hurt the party and its candidates' performance in the election.



6. The poll asked respondents whether they are satisfied with the DPP government's performance in promoting Taiwan's economic growth. Among Taiwanese adults aged 20 years and older, a majority of 56.7% said they are not satisfied, while a minority of 35.8% are satisfied. Historically economic performance has usually been perceived as one of the weak spots of the DPP, and it seems like after seven years of Tsai Ing-wen administration the DPP has still not being able overcome this perception.

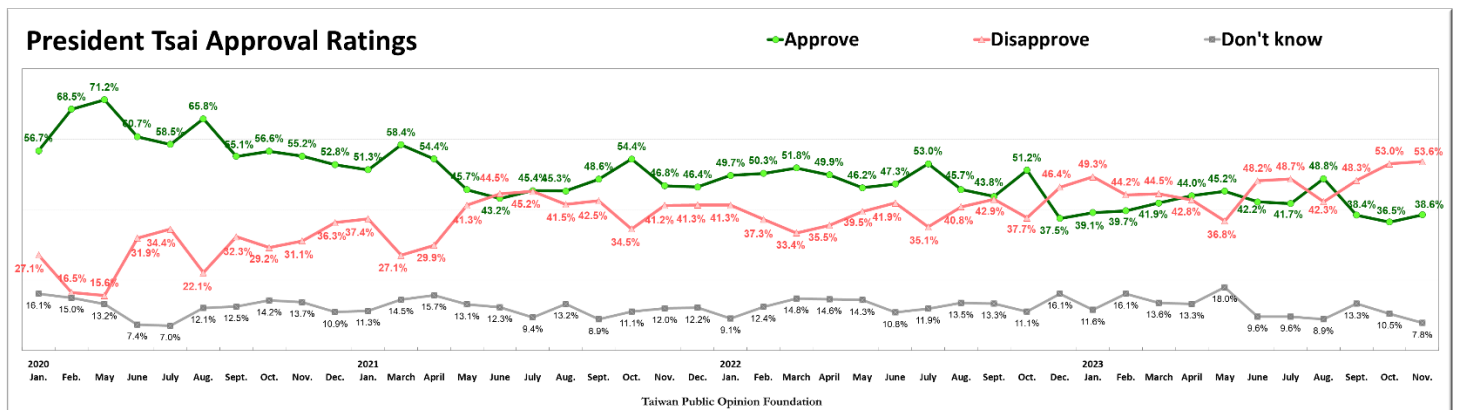


7. The poll asked respondents whether they are satisfied with the DPP government's governance of the country over the last seven years. Among Taiwanese adults aged 20 years and older, a majority of 57.4% said they are not satisfied, while a minority of 37.1% are satisfied. With only weeks to go until presidential and legislative elections, the majority of Taiwanese public are clearly not satisfied with what Tsai has achieved during her administration, and this could have potentially negative impact on Lai's candidacy and DPP's legislative campaigns.

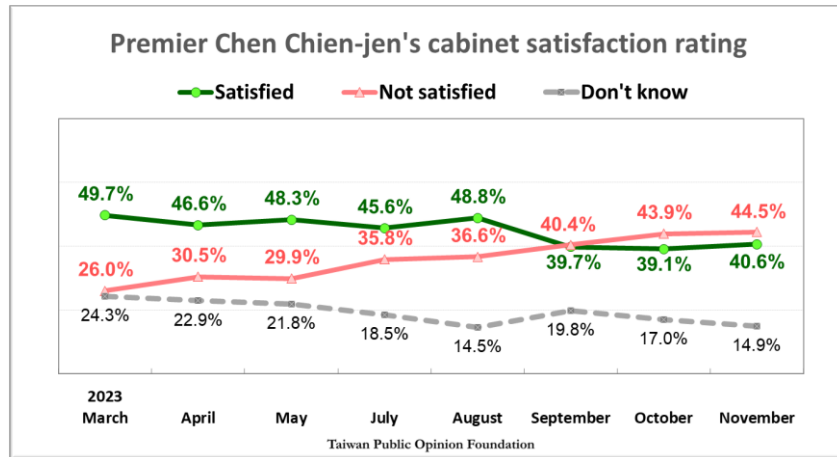


8. On Presidential job approval rating, the poll finds among Taiwanese adults aged 20 years and older, a majority of 53.6% disapproved of the way Tsai Ing-wen is handling her job as the President, while a minority of 38.6% approved of her. Compared to last month's poll, Tsai's standing has not had much improvement as disapproval remains high. Note that Tsai has not been this unpopular for most of the last four years since April 2019.

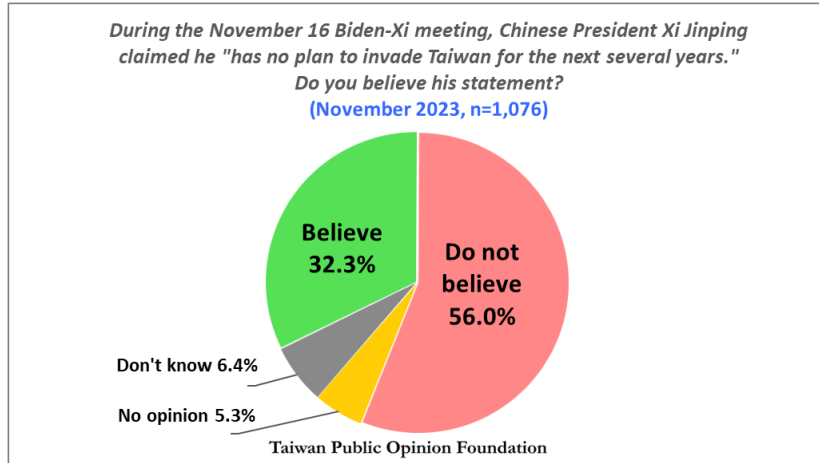
Tsai will remain president until May 2024, and as president she controls the entire executive branch of the government and is the commander in chief of Taiwan's military and security forces. Public support, or discontent for her leadership would certainly have a direct impact on the ruling DPP's electoral prospect.



9. Premier Chen Chien-jen has been in office for nine months since President Tsai appointed him to the position. The poll finds among Taiwanese adults aged 20 years and older, a majority of 44.5% were not satisfied with Chen cabinet's performance, while a minority of 40.6% were satisfied. Premier Chen's satisfaction remains in the red, consistent with President Tsai's high disapproval rate currently observed.



10. During the recent meeting between U.S. president Biden and Xi Jinping, Xi [reportedly assured](#) Biden he “has no plan to invade Taiwan for the next several years.” The poll finds among Taiwanese adults aged 20 years and older, a majority of 56% said they do not believe Xi’s statement, while a majority of 32.3% said they believe it. In terms of demographic, DPP supporters show higher skepticism about Xi’s promise, while KMT supporters are slightly more inclined to believe him. Still, across supporters of three major parties the number of those who don’t believe Xi all outnumbered those who do.



11. On political party affiliation, the poll finds among Taiwanese adults aged 20 years and older, 25.3 % support the Taiwan People's Party (TPP), 24.8% support the Kuomintang (KMT), 24.5% said they support the ruling Democratic Progressive Party (DPP), 2.% support the New Power Party (NPP), 1% support the Taiwan State-building Party (TSP), and 19.1% respondents identified themselves as independents. Compared to our October poll, the TPP achieved a big jump in support that now places the party as the most popular party. Furthermore, KMT’s support is also now higher than the DPP’s albeit leading by a razor thin margin.

With just two months to go until the election, the TPP's rise is truly phenomenal. Still, it should be noted TPP's support in the polls have historically been quiet erratic and tend to shift up and down rapidly. Will this popularity last until the January election day? Only time will tell.

