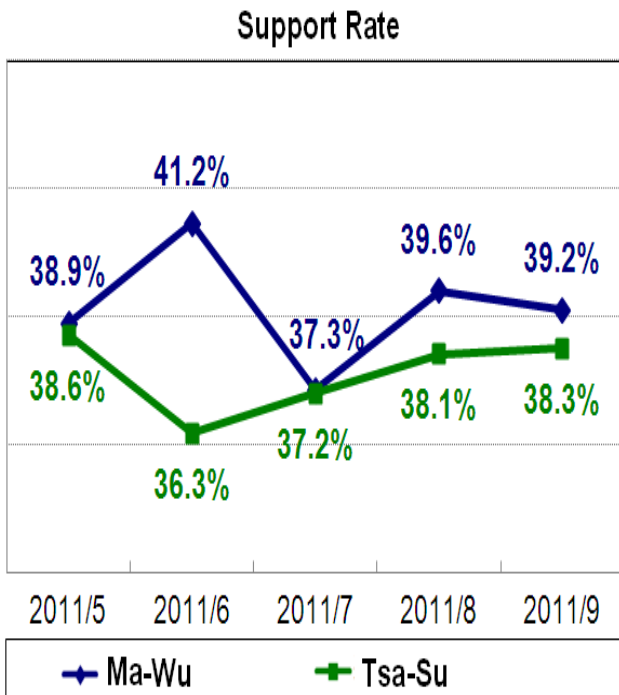


Survey on the Presidential Election in 2012 and the Evaluation of the Presidential Candidates




A. Support Rate of the presidential candidates in 2012



Note: The figures dated before Sept. 2011 are for Ma and Tsai only.

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 the Support Rate is based on respondents aged 20 and above, and the vote share is estimated on the basis that people will vote on Election Day. Those data are incomparable without conversion because of different basis.
3. GVSRC uses the Campaign Indicator model to predict the turnout rate and vote shares of each candidate. For more information about the model and previous election predictions, please refer to the GVSRC website: [關於我們 > 獨家模型 > 「競選指標」模型](#).

Support Rate	 Ma Ying-jeou Wu Den-yih	 Tsai Ing-wen Su Jia-chyuan	 James Soong ---	Percentage of Explicit Response
Ma vs. Tsai	39.2%	38.3%	—	77.5%
Three Candidates	35.8%	36.0%	10.0%	81.8%

B. People's Evaluations of KMT candidate Ma Ying-jeou and DPP Tsai Ing-wen on identity consciousness

1. Ma Ying-jeou vs. Taiwan: 47.9 percent of the respondents thought Ma identified himself with Taiwan, while 32.4 percent said otherwise.
2. Tsai Ing-wen vs. ROC: 41.3 percent of the respondents said Tsai identified herself with R.O.C. but 30.7 percent did not think so.

After DPP Chairperson Tsai Ing-wen released her "Ten-Year Policy Platform", 50.4 percent of people said they had no idea about Tsai's cross-Strait proposal, 19.4 percent said they fully understand it, and 26.4 percent said they know of the proposal but did not understand it.

C. How to obtain information about the brief analyses on the surveys, raw data and cross-tabulations?

The GVSRC online database provides brief analyses on surveys for our members with a valid account. The topics include “Campaign Indicator” for the presidential election, the influence of James Soong’s presidential candidacy, and people’s evaluations on the presidential candidates on identity consciousness. Members with a valid account can log on to [專案資料庫](#) to check related information. To download raw data, weighted data, and crosstabs in the GVSRC database, an additional fee will be charged.

For full access to the database, please go to the link: [網路申請](#) to register; if you are a registered member with an expired or suspended account, please link to [選購使用期](#) to finish the purchasing process for valid membership. Currently, the database and survey results are in traditional Chinese characters.

D. About the survey

This survey was conducted by GVSRC from 6.20 p.m. to 10.00 p.m. from September 15 to 19, 2011. It was conducted with random-digit-dial sampling and computer-assisted telephone interviewing method. 1,121 Taiwanese citizens who are 20 or older completed the interview. One can say with 95% confidence level that the margin of error is $\pm 2.9\%$. Gender, living area (household registration area was used for presidential election questions), age, and educational level of the respondents have undergone weighting procedure and test of the sample’s representativeness in the survey results.

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