



POLL CENTER

PUBLIC OPINION, MARKETING RESEARCH

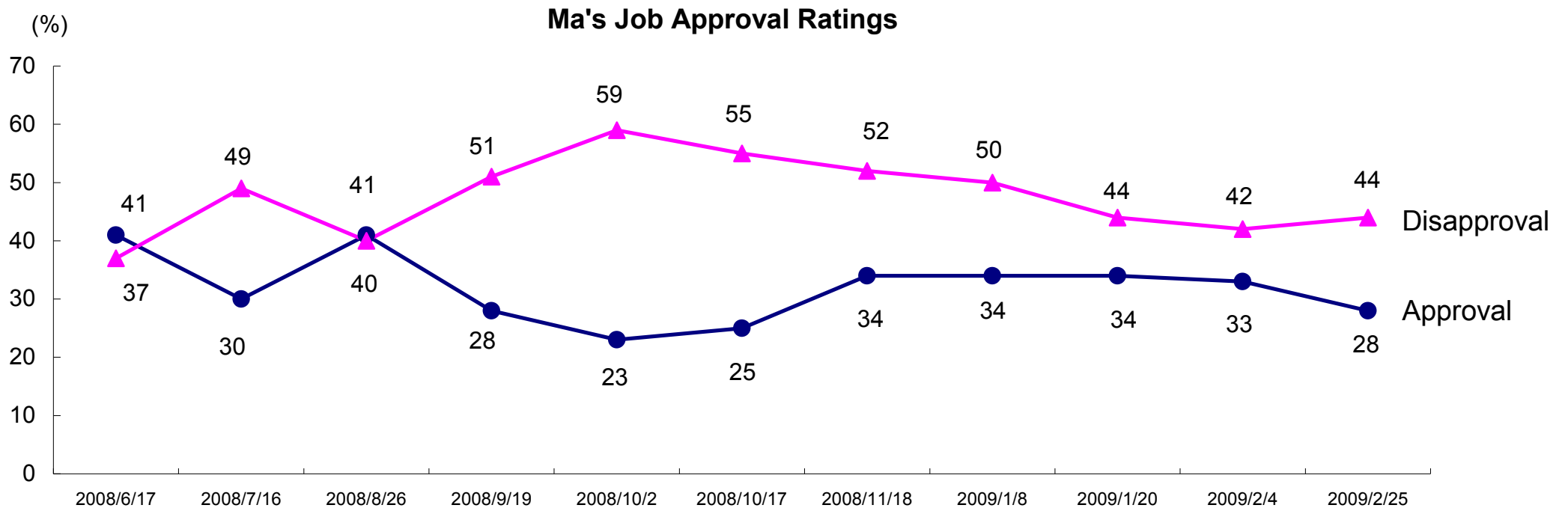
- Subject** : **President Ma's Job Approval Ratings and CECA Issues**
- Date** : **February 24 – 25, 2009**
- Methodology** : **CATI. Phone numbers were dialed from RDD samples of standard land-lines phones**
- Sample Size** : **1,411 Taiwanese aged 20 and older nationwide**
- Sampling Error** : **±2.6% under 95% confidence**
- Funding Source** : **TVBS**

President Ma's job approval rating is decreasing to 28%

It has been nine months since President Ma's inauguration. According to the latest poll, the job approval rating is 28%, which is 5 percentage points lower than 3 weeks ago. Meanwhile, the disapproval rating is 44%. As for the Premier Liu, the job approval rating is 25%, which is declined from 32%. The disapproval rate is 46%. Both President Ma and Premier Liu's approval ratings declined in one month, it might be related to the high unemployed rate and bad economy situation in Taiwan.

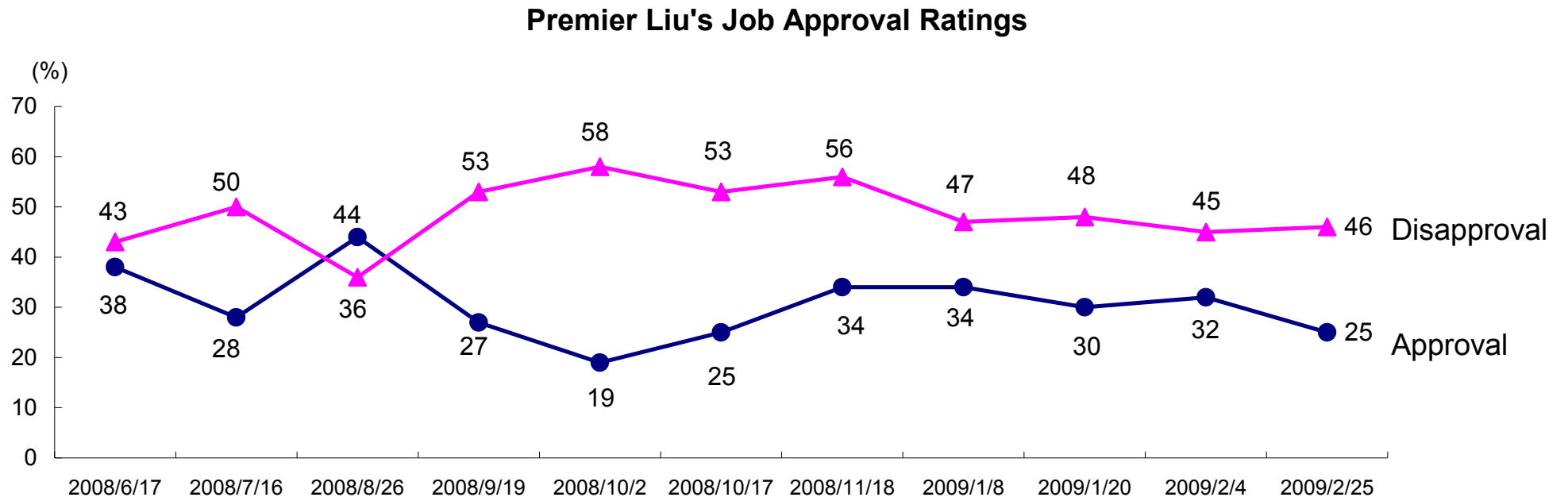
It is debatable that should Taiwanese government sign Comprehensive Economic Cooperation Agreement (CECA) with Chinese government. 32% Taiwanese are against CECA while 29% are approving it. However, there are 39% did not have any opinions about it. Further analysis finds that among people who disapprove CECA, 53% said they do not know what CECA is. 40% of those approve CECA do not know what it is.

Table 1 、 President Ma's Job Approval Rating Trend



Base : Taiwanese aged 20 and older nationwide

Table 2 、 Premier Liu's Job Approval Rating Trend



Base : Taiwanese aged 20 and older nationwide

**Table 3 、 Do you approve or disapprove that Taiwan Government sign
Comprehensive Economic Cooperation Agreement (CECA) with China?**

	<u>Total</u>
	100%

Approve	29
Disapprove	32
DK/RF	39

Base : Taiwanese aged 20 and older nationwide

Table 4、Do you know what is Comprehensive Economic Cooperation Agreement (CECA)?

	<u>Total</u>
	100%
Yes	35
No	64
RF	1

Base : Taiwanese aged 20 and older nationwide

Table 4-1、Awareness of CECA by approval of signing CECA

	<u>Total</u>	Approve CECA	Disapprove CECA	DK/RF
	(100%)	(29%)	(32%)	(39%)
Yes	35	59	45	9
No	64	40	53	90
RF	1	1	2	1

Base : Taiwanese aged 20 and older nationwide