

- Subject** : **President Ma's Job Approval Rating One Year after Presidential Election**
- Date** : **March 18 – 19, 2009**
- Methodology** : **CATI. Phone numbers were dialed from RDD samples of standard land-lines phones**
- Sample Size** : **1,012 Taiwanese aged 20 and older nationwide**
- Sampling Error** : **±3.1% under 95% confidence**
- Funding Source** : **TVBS**

President Ma's job approval rating is still below 30%

It has been a year since the Presidential Election. According to a survey conducted by TVBS Poll Center, President Ma's overall approval rating is 29%, while the disapproval is 49%. Compare to the result from last month, the approval rating is steady. Meanwhile, Vice President Siew's overall approval rating has reached a low level of 26%, and the disapproval rating is 42%. If there is a chance to vote again, 43% Taiwanese would vote for Ma, 28% would vote for Hsieh. Ma would still win if vote again now.

There are slightly more Taiwanese think President Ma is leading the country to the right direction (34%) than leading the country to the wrong track (30%). Meanwhile, there are all-time high 36% people said they do not know whether the country is going on right or wrong direction. KMT regained the authority to rule the country last year. What if it is still DPP ruling the country? Would DPP perform better than KTM? 38% Taiwanese disagree that, while 17% think DPP would do a better job. There are 9% think DPP would perform similar to KMT. Compare to the result from two month ago, the percentage of thinking DPP would not perform better than KMT has decreased 12% from 50%.

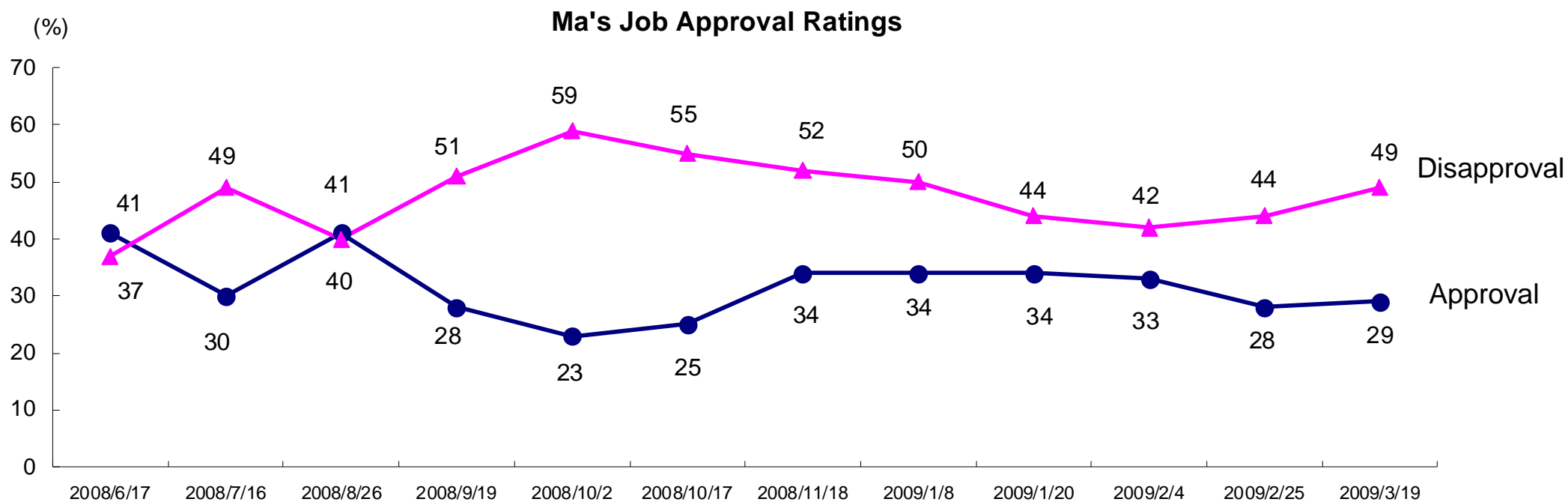
Regarding to the Ministry restructuring, there are 50% people think it is necessary while 23% Taiwanese do not think it is necessary.

Table 1、 It has been a year since presidential election. If there is a chance to vote again, who would you vote for?

	<u>Total</u>
	100%
Hsieh	28
Ma	43
Neither	12
DK/RF	17

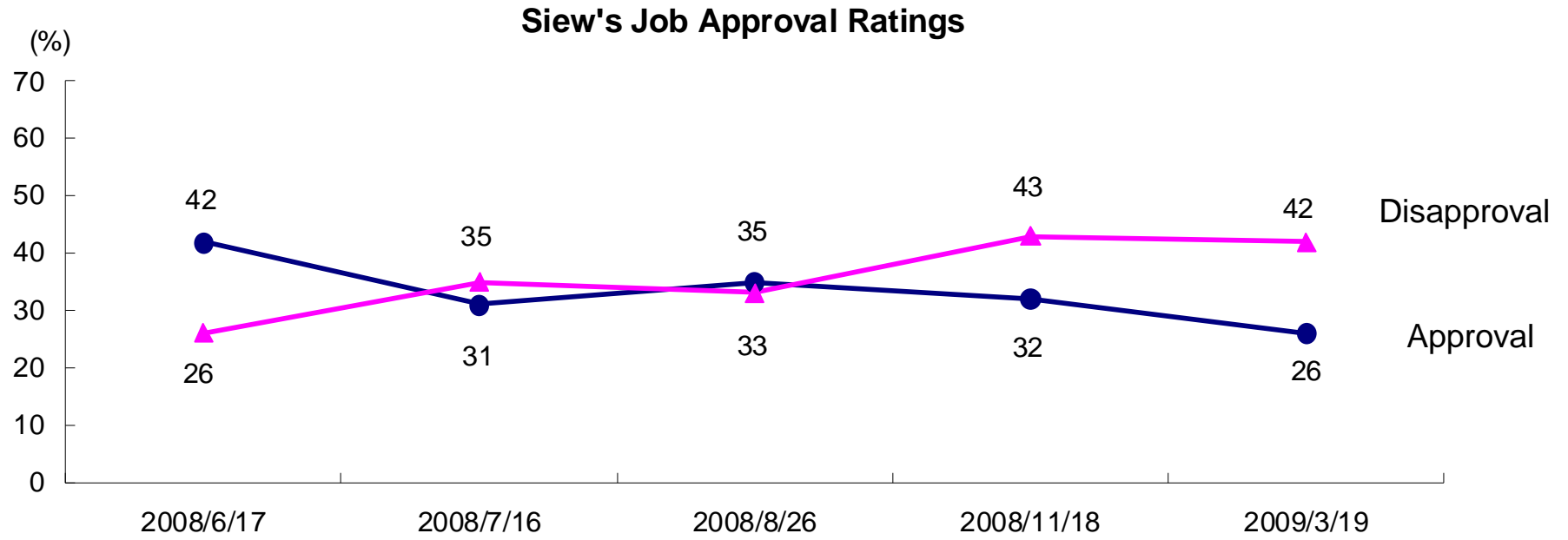
Base : Taiwanese aged 20 and older nationwide

Table 2、President Ma's Job Approval Rating Trend



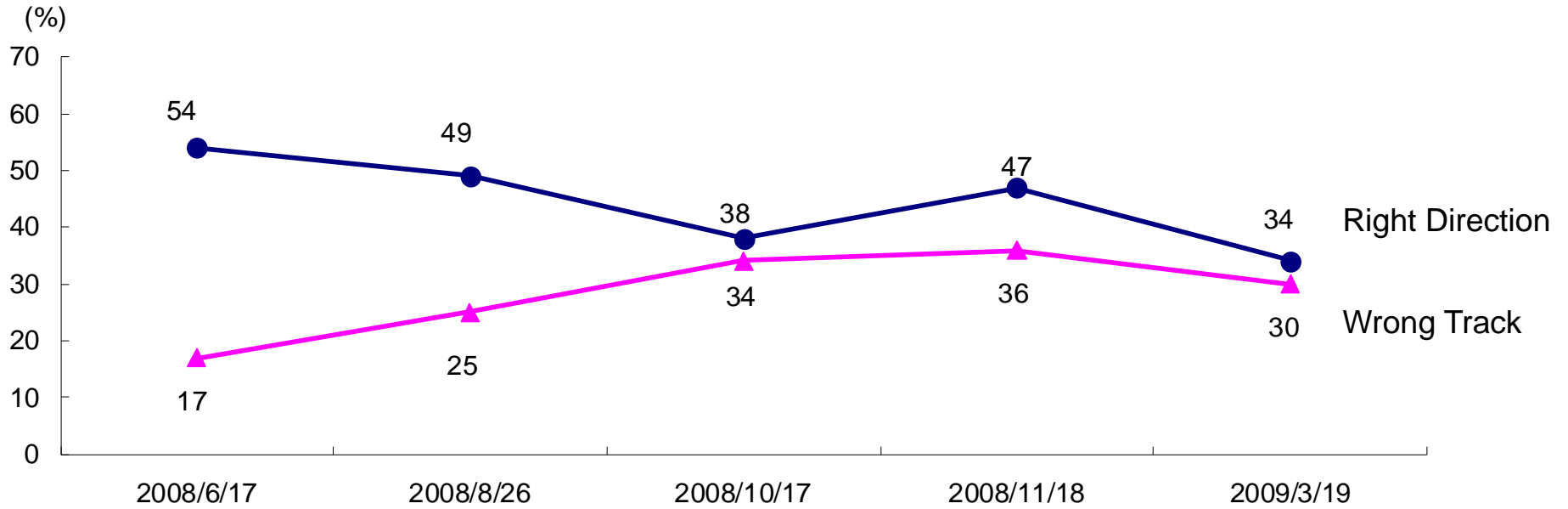
Base : Taiwanese aged 20 and older nationwide

Table 3、 Vice President Siew's Job Approval Rating Trend



Base : Taiwanese aged 20 and older nationwide

Table 4、 General speaking, do you feel President Ma is directing this country to the right direction or the wrong track?



Base : Taiwanese aged 20 and older nationwide

Table 5、 If it is DPP ruling the country, would the performance of DPP better than KMT?

	2008/10/17 N=1015	2009/1/6 N=1079	2009/3/19 N=1012	+/-
It would be better	19	15	17	+ 2%
It wouldn't be better	53	50	38	- 12%
Similar	10	14	9	
DK/RF	19	22	36	

Base : Taiwanese aged 20 and older nationwide

Table 6、 General speaking, what you think about the Ministry Restructuring?

	2008/11/18 N=928	2009/3/19 N=1012
It's necessary	50	50
It's not necessary	38	23
DK/RF	12	27

Base : Taiwanese aged 20 and older nationwide