



Taiwan Public Opinion Foundation

August 2024 Public Opinion Poll – English Excerpt

Released:

August 20, 2024

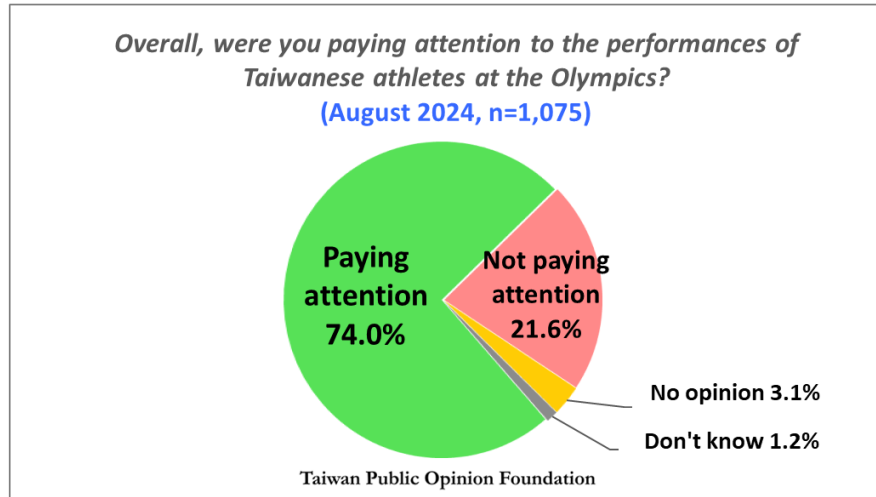
Taiwan Public Opinion Foundation (TPOF) today released the result of its August 2024 nation-wide poll. This marks the 96th monthly survey conducted by the TPOF aimed at tracking the development and changes in Taiwan’s public opinion. The full release in Chinese language is available on our official website.

How the Survey was Conducted

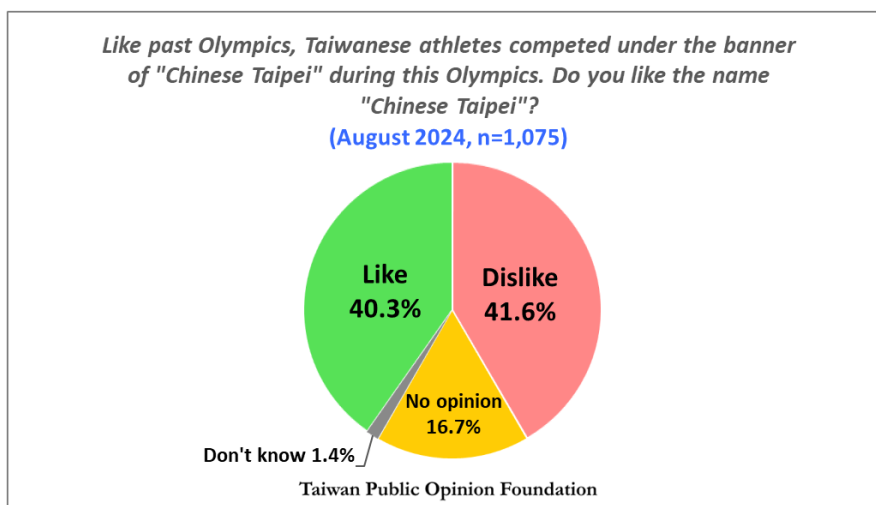
This survey was conducted on August 12-14, 2024, with a sample size of 1,075. Adults 20 years of age and older residing in Taiwan were interviewed by telephone using live interviewers. Landline and cellphone numbers were drawn through dual-frame random sampling with a proportion of 70% from landlines 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 ± 2.99 percentage points with 95% level of confidence.

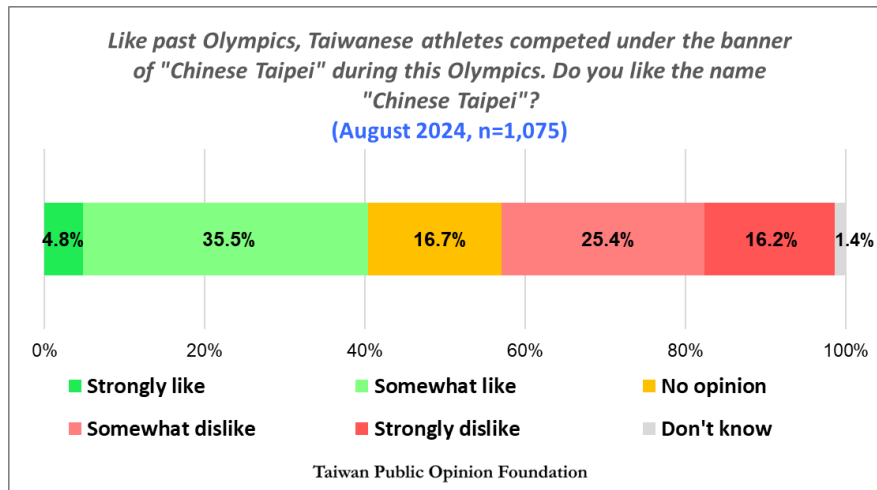
Main Findings:

1. The 2024 Summer Olympics in Paris saw 60 Taiwanese athletes competed in the games under the banner of Chinese Taipei team. The poll finds among Taiwanese adults aged 20 years and older, a majority of 74% Taiwanese public said they were paying attention to the performances of Taiwanese athletes, while 21.6% did not.

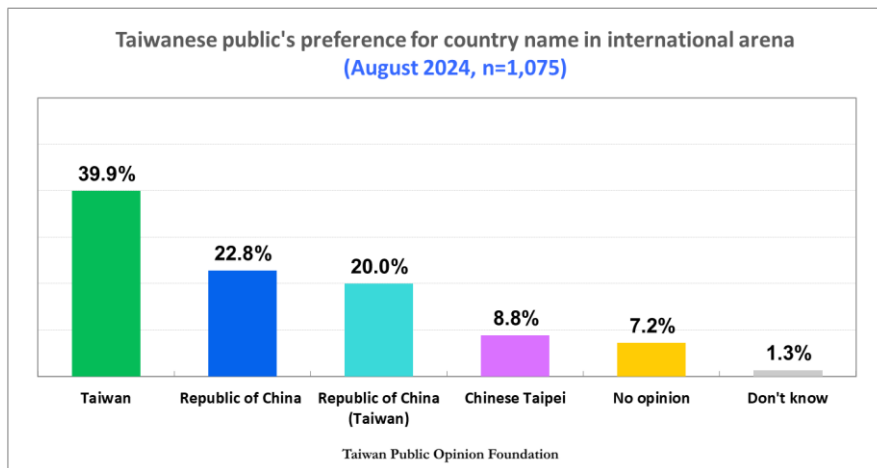


2. The poll finds among Taiwanese adults aged 20 years and older, a slim majority of 41.6% dislike the name “Chinese Taipei”, while 40.3% like it. In other words, Taiwanese public are divided over this name which was the result of compromise due to political pressures Taiwan faced in the international arena. However, a breakdown of responses reveals only 4.8% said they “strongly” like the name, while 16.2% strongly dislike it.



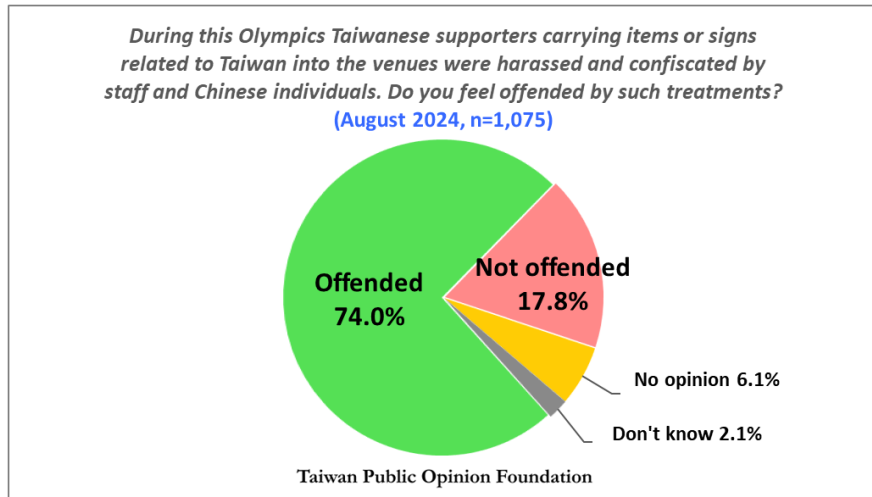


3. The poll finds among Taiwanese adults aged 20 years and older, a majority of 39.9% prefer the name “Taiwan” to represent their country in international arena such as international organizations, negotiations, and other activities. “Republic of China” or “Republic of China (Taiwan)” are preferred by 22.8% and 20% each, while only 8.8% said they prefer the current name “Chinese Taipei”. This means an overwhelming majority of Taiwanese public would prefer names other than “Chinese Taipei” if given choices. However, the public is also quite divided as to what name is the most preferable alternative, even though “Taiwan” has the most support.

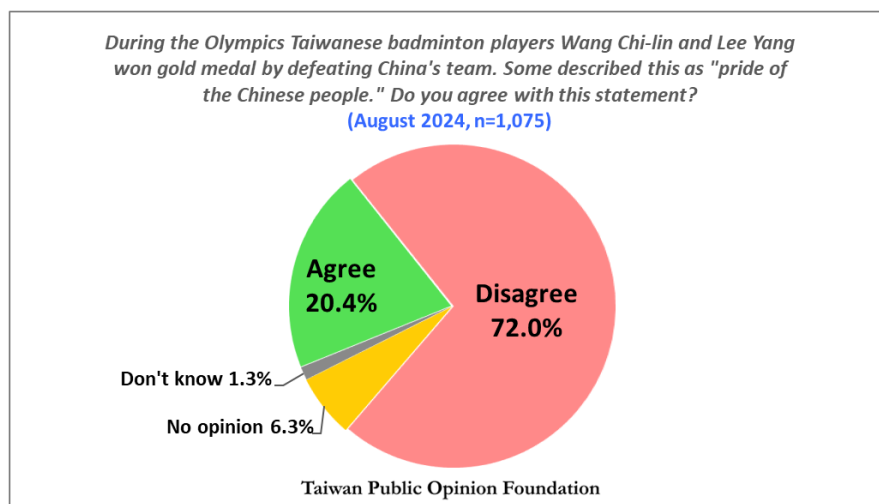


4. During the Paris Olympics [several incidents](#) have been reported of Taiwanese supporters in the games were harassed by Chinese individuals or staff for carrying items with logo or sign related to Taiwan, often resulted in their personal items being confiscated by the venue staff. The poll finds among Taiwanese adults aged 20 years and older, a majority of 74% said they feel offended by such treatment of Taiwanese supporters. This means that regardless of their partisan affiliation or

views about what name Taiwan should use in international arena, most Taiwanese feel offended when seeing their compatriots experiencing unequal treatment in international arena.

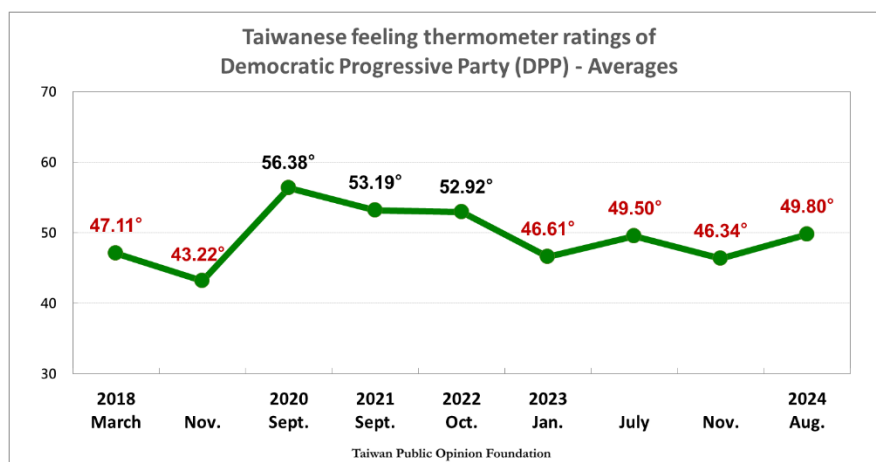
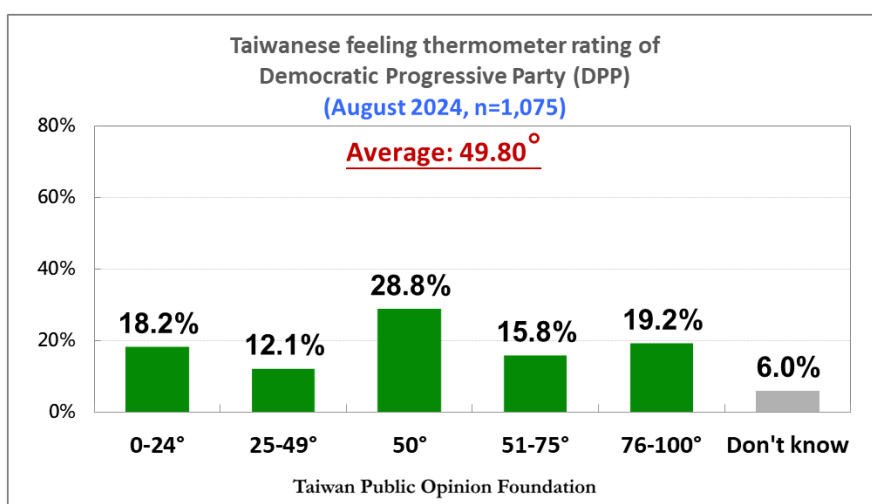


- Weng Hsiao-ling, a KMT legislator made the news in Taiwan when her public WeChat handle published a post celebrating Taiwanese badminton players Wang Chi-lin and Lee Yang's winning of a gold medal over China's team by describing as "pride of the Chinese people" (中國人的驕傲). The poll finds among Taiwanese adults aged 20 years and older, a majority of 72% disagree with this statement and only 20.4% agree. Most Taiwanese clearly reject the notion that Taiwanese athletic achievements can be credited to the Chinese.

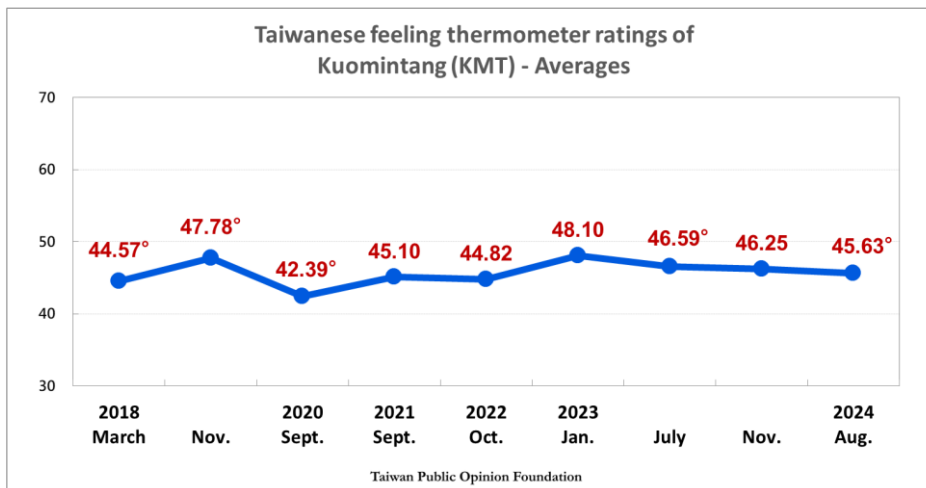
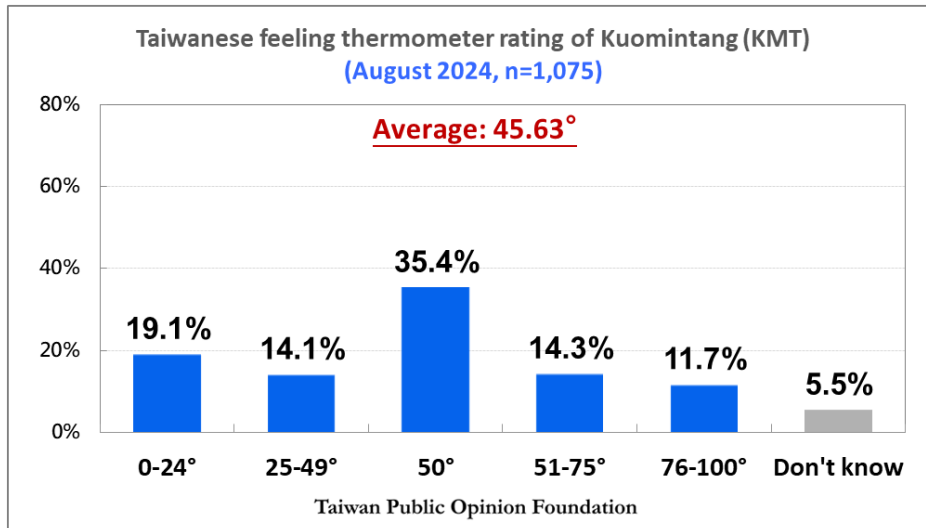


- The poll asked respondents, Taiwanese adults aged 20 years and older, to rate Taiwan's major political parties on a *feeling thermometer* between 0 and 100 – whereas 0 is the most negative and 100 is the most positive.

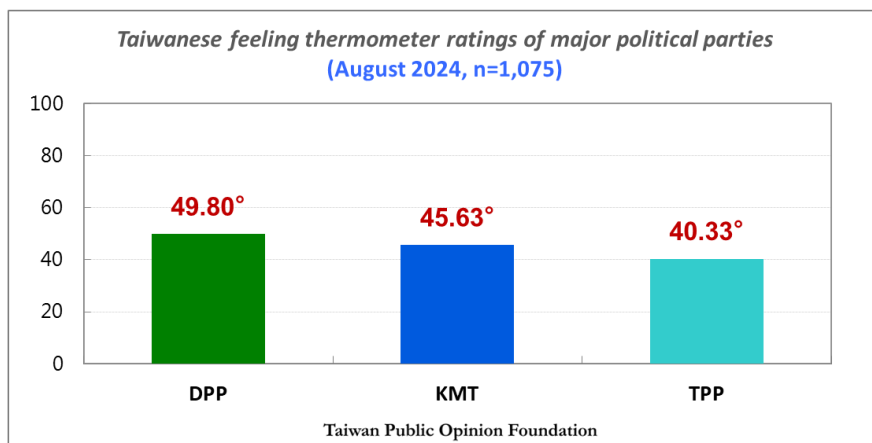
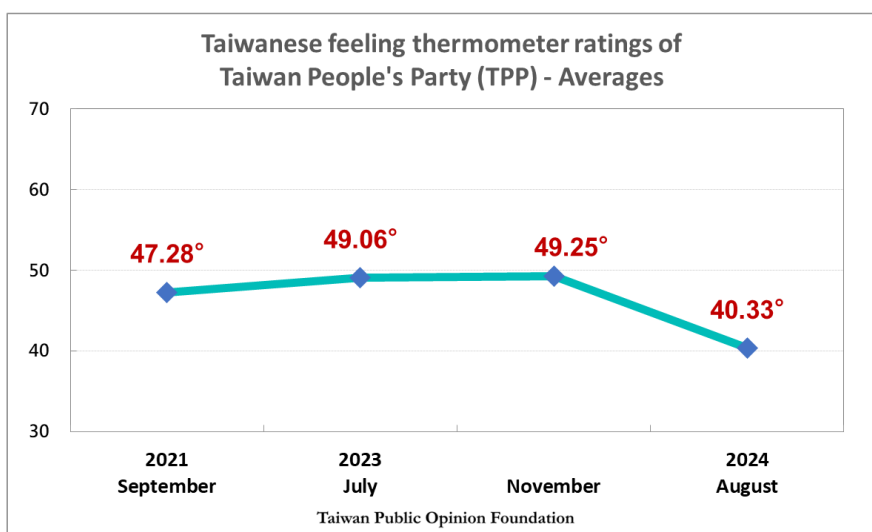
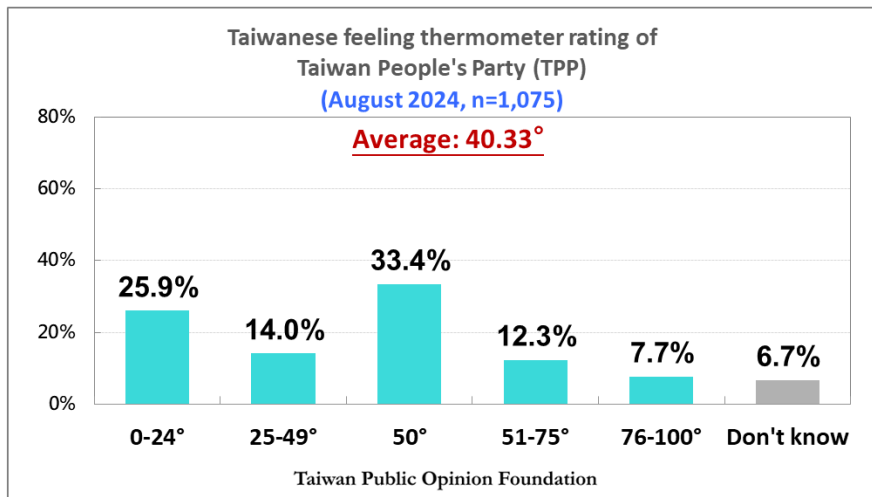
The ruling DPP received an average “temperature” of 49.8°, which indicates only a tepid if not slightly lukewarm feeling about the party among Taiwanese public. Compared to the last poll in November 2023 there has been a slight increase but still just shy of 50, the minimum threshold the public feeling would be considered warm. It is also significantly colder than the previous warm feelings the party had enjoyed from 2020 through 2022.



The opposition KMT on the other hand received an average temperature of 45.6°, which indicates a lukewarm or slightly cold public feeling toward the party. Notably the KMT has never received a “warm” feeling in the past six years from 2018, which should be warning sign for the party that its has not been able to galvanize the passion and positive sentiments of the Taiwanese public at large even in years that the party was winning elections.



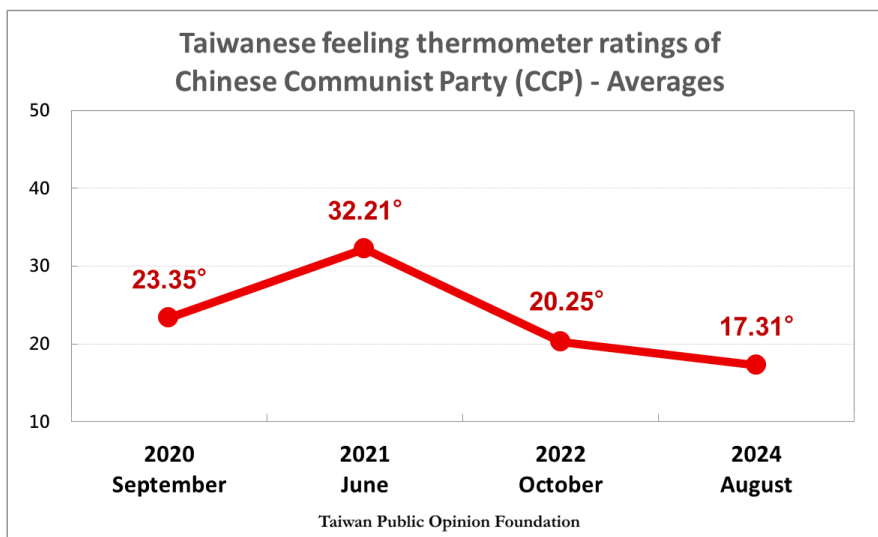
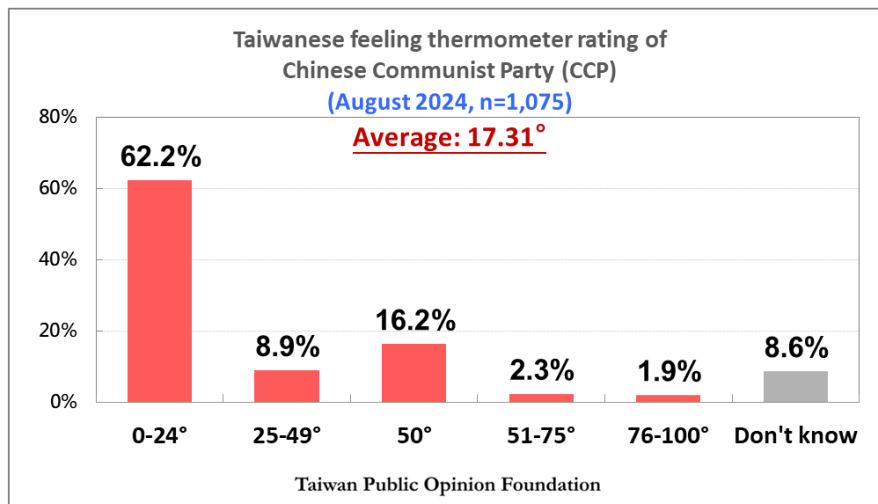
The opposition TPP has been embroiled in a series of [alleged corruption scandals](#) over the past month especially since Ko Wen-je, the party's star leader and former Taipei City mayor was alleged to have misreported presidential campaign financing fund. In this latest thermometer rating, the TPP received an average temperature of just 40.3°, which indicates a very cold public feeling toward the party. Notably it is almost 10° colder than the TPP's rating from last November, which certainly was influenced by the party's recent scandals.



7. While the Communist Party of China (CCP) has never ruled Taiwan, it is certain relevant and even imperative to measure how Taiwanese public perceive it. The poll asked respondents, Taiwanese adults aged 20 years and older, to rate CCP on a feeling thermometer between 0 and 100 – whereas 0 is the most negative and 100 is the most positive. The CCP received an average temperature of 17.31° – a near freezing, stone cold feeling. Notably, a full 62% respondents gave the CCP a

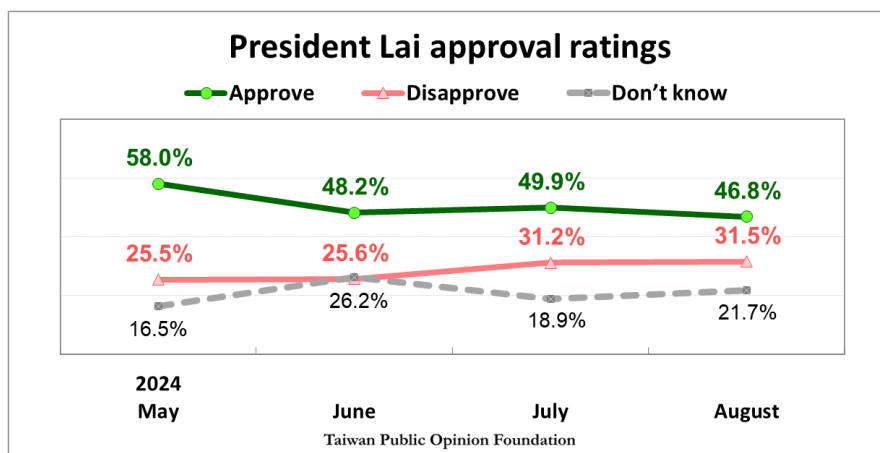
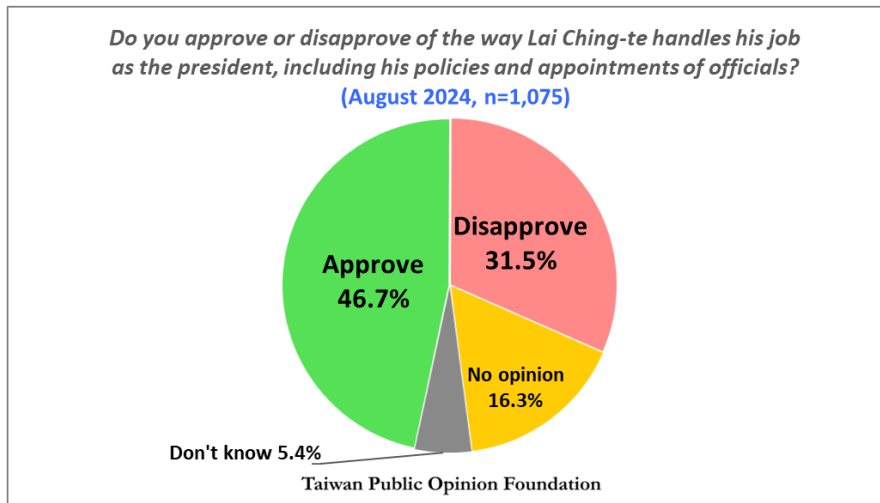
rating of 0-24°, which indicates an extreme dislike or distaste of the party.

Compared to past polls, Taiwanese feeling of the CCP got nearly 3° colder from October 2022. Of the four times this question was polled, the CCP received the highest temperature in June 2021 but that was still only a very cold 32°. Overall, Taiwanese feeling of the CCP have become much colder over the past few years, and such strong aversion is observed across domestic partisan affiliation, age, sex, education attainment, ethnic group, and occupations. In the battle to win the hearts and minds of the majority Taiwanese people, the CCP is clearly losing.

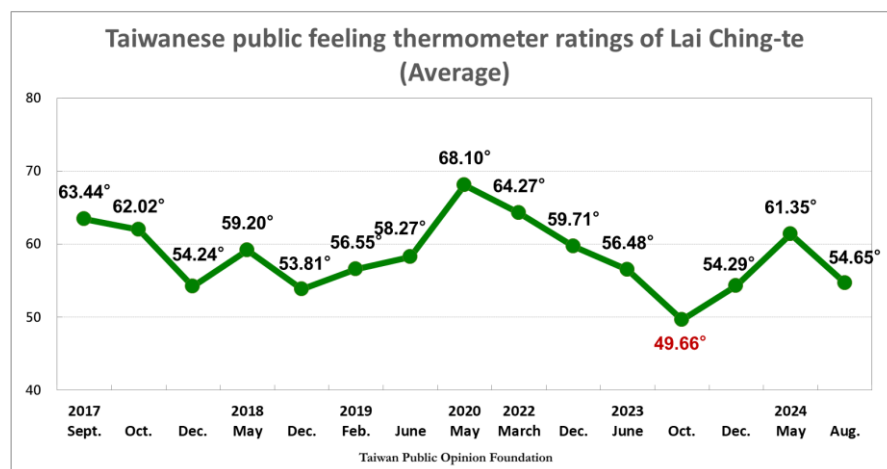
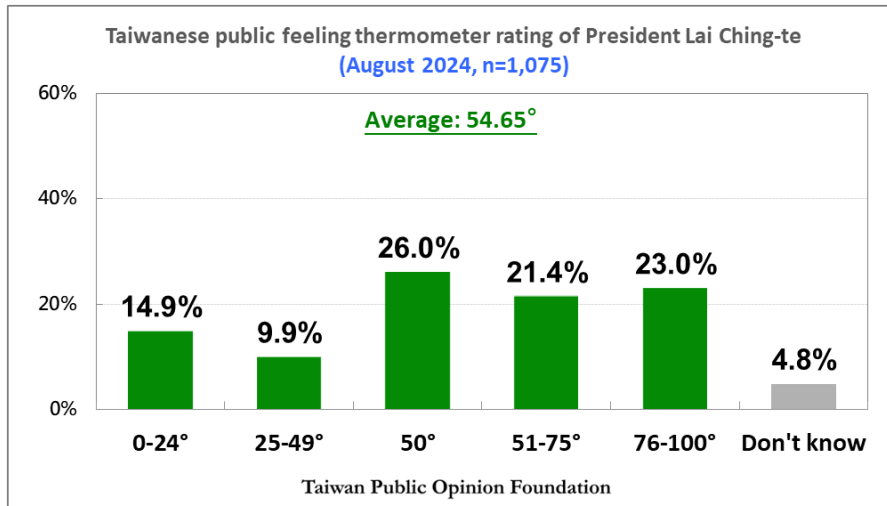


8. On President Lai Ching-te's approval rating, the poll finds among Taiwanese adults aged 20 years and older, 46.7% said they approve of the way Lai is handling his job as the president, while 31.5% disapprove. Compared to July, the level of approval dropped by 3% though Lai still maintains a majority approval with at least 15% more people approving than disapproving of his presidency.

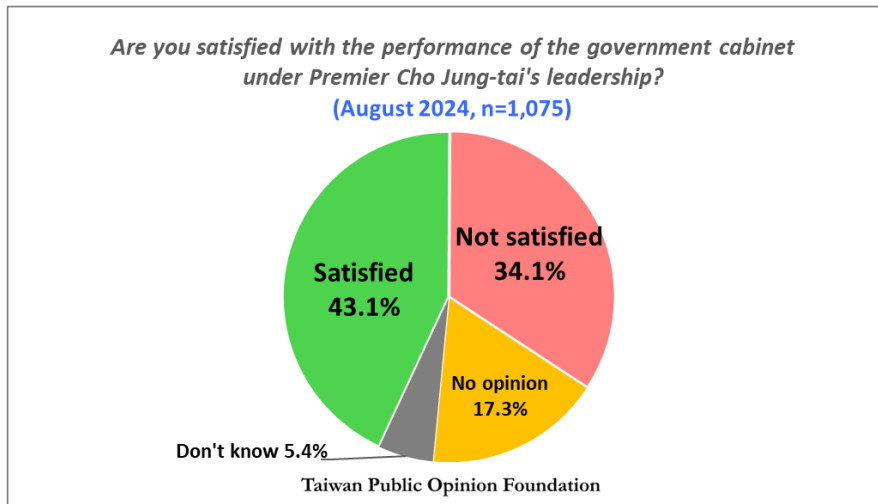
However, the strong approval at the beginning of a new president’s term has now clearly subsided and we can say Lai’s presidential “honeymoon period” is over. It will therefore be increasingly challenging and difficult for Lai to maintain high approval in the face of increasing public scrutiny and expectations.



- The poll asked respondents, Taiwanese adults aged 20 years and older, to rate Lai Ching-te on a *feeling thermometer* between 0 and 100 – whereas 0 is the most negative and 100 is the most positive. Lai received an average temperature of 54.6° which indicates a slightly warm public feeling toward him but is still a decline from May’s height during Lai’s inauguration.

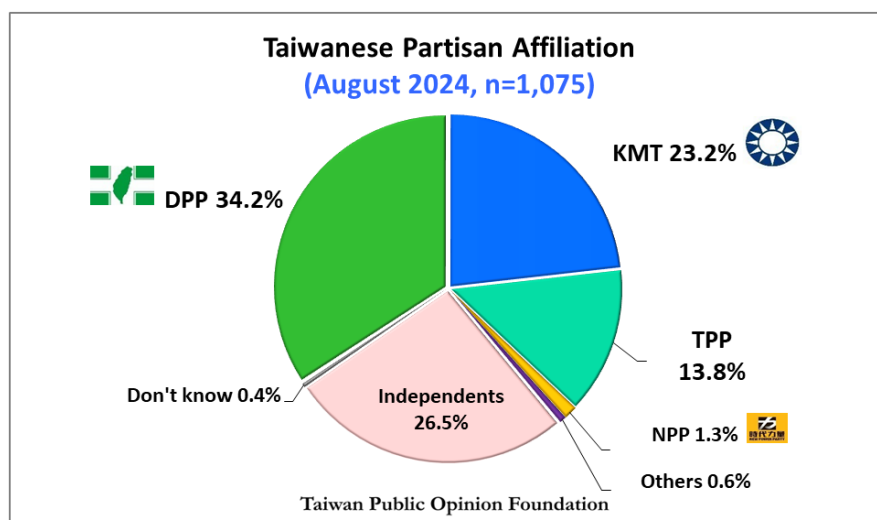


10. The poll finds among Taiwanese adults aged 20 years and older, a majority of 43.1% said they are satisfied with the government cabinet under Premier Cho Jung-tai, while 34.1% are not satisfied. Compared to July, satisfaction decreased by 2.4% while dissatisfaction increased by 4%. With just three months into office, Cho's cabinet is still seen as satisfactory by the majority Taiwanese though it remains to be seen how long this can be maintained.



11. On political party affiliation, the poll finds among Taiwanese adults aged 20 years and older, 34.2% support the Democratic Progressive Party (DPP), 23.2% support the Kuomintang (KMT), 13.8% support the Taiwan People's Party (TPP), 1.3% support the New Power Party (NPP), and 26.5% respondents identified themselves as independents.

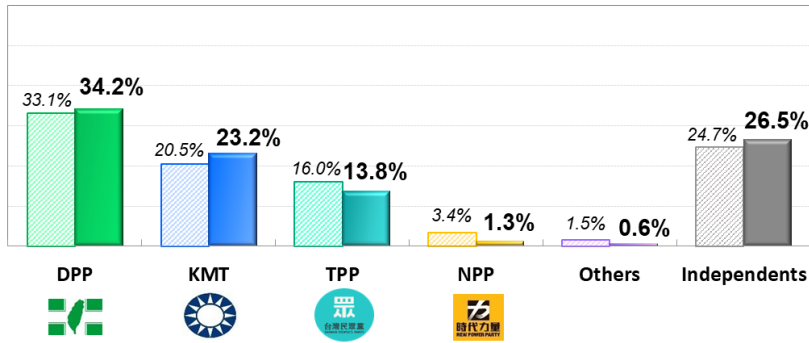
Compared to July, the TPP saw a 2.2% decline likely as a result of the party's campaign fund mishandling allegations, but such small decline is surprising given how much Taiwanese media coverage has been of these allegations. One possible explanation is that the poll was taken just days after the first report of the campaign fund case, and also so far party leader Ko Wen-je and his key staff have not yet been found to have personally committed corruption. Still, if TPP and Ko are not able to effectively deal with these allegations in ways satisfactory to the public, TPP's decline will certainly continue and could end the party's future as a viable third party alternative for Taiwanese voters.



Taiwanese Partisan Affiliation

2024 July

2024 August



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