

負數票協會

Negative Vote Association

The Impact of Negative Vote on 2016 Taiwan Presidential Election - Results of the Second Survey



Gallup Market Research Corp., Taiwan (GMRC)

2015年12月7日

Research Design



Subjects

Qualified voters residing in 22 cities and counties of Taiwan

Survey Method

**Telephone Interview
- Computer-Assisted Telephone Interview System (CATI)**

Sampling Method

Random samples from residential telephone books of 22 cities and counties are selected. And last-two-digit randomization has been adopted

Valid Samples

A total of 1,067 valid samples

Sampling Error

Estimated by 95% confidence level, sampling error range is $\pm 3.0\%$

Survey Time

November 28, 2015 to December 2, 2015

Supporting Rates of Presidential Candidates



- 1. KMT Candidates: Chu, Li-luan / Wang, Ju-hsuan**
- 2. DPP Candidate: Tsai, Ing-wen / Chen, Chien-jen**
- 3. PFP Candidate: Soong, James C.Y. / Hsu, Hsin-ying**

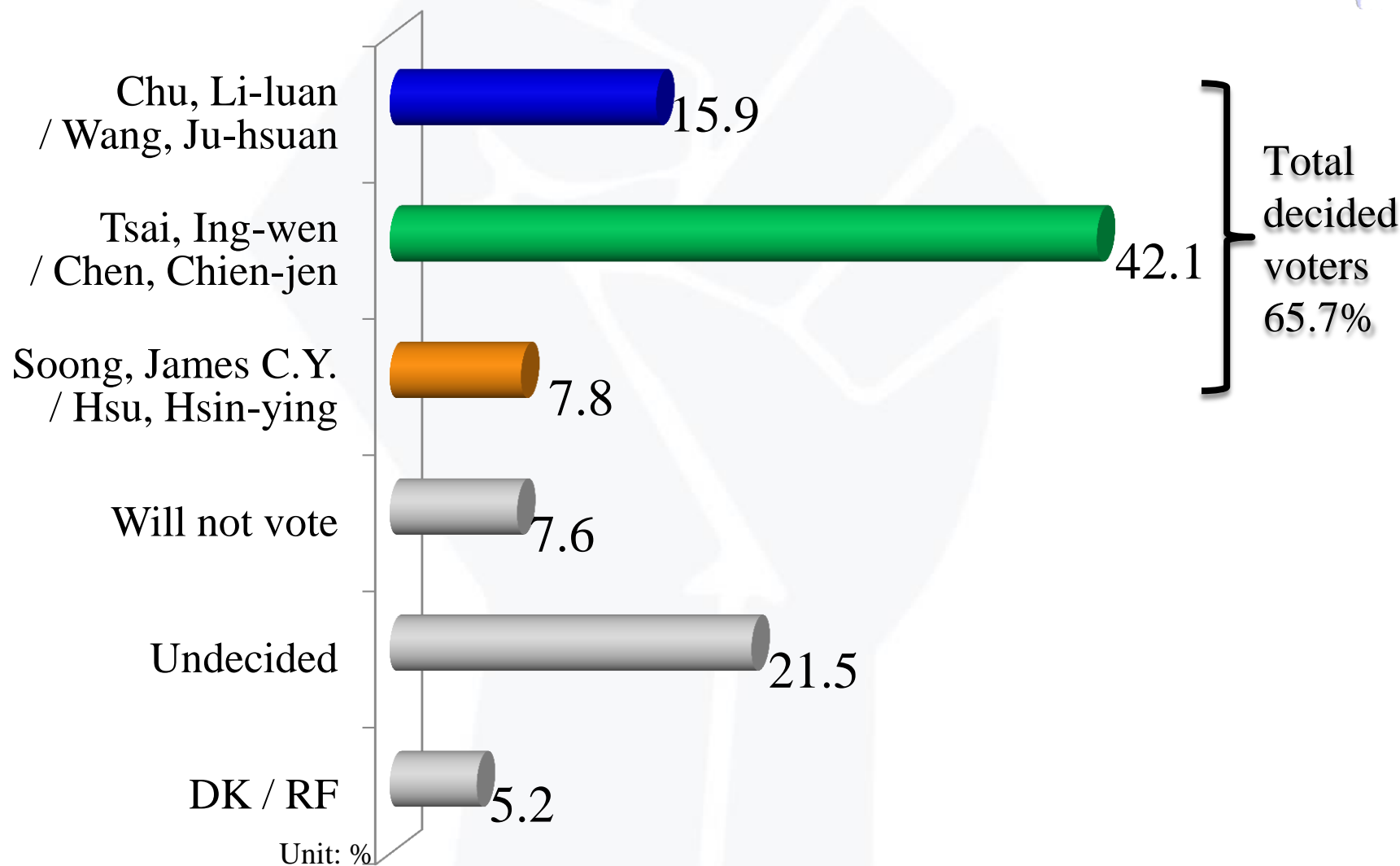
Note: Three candidates are aided in rotation

Supporting Rates for 2016 Presidential Election

- Before Prompting Negative Vote



Q1.

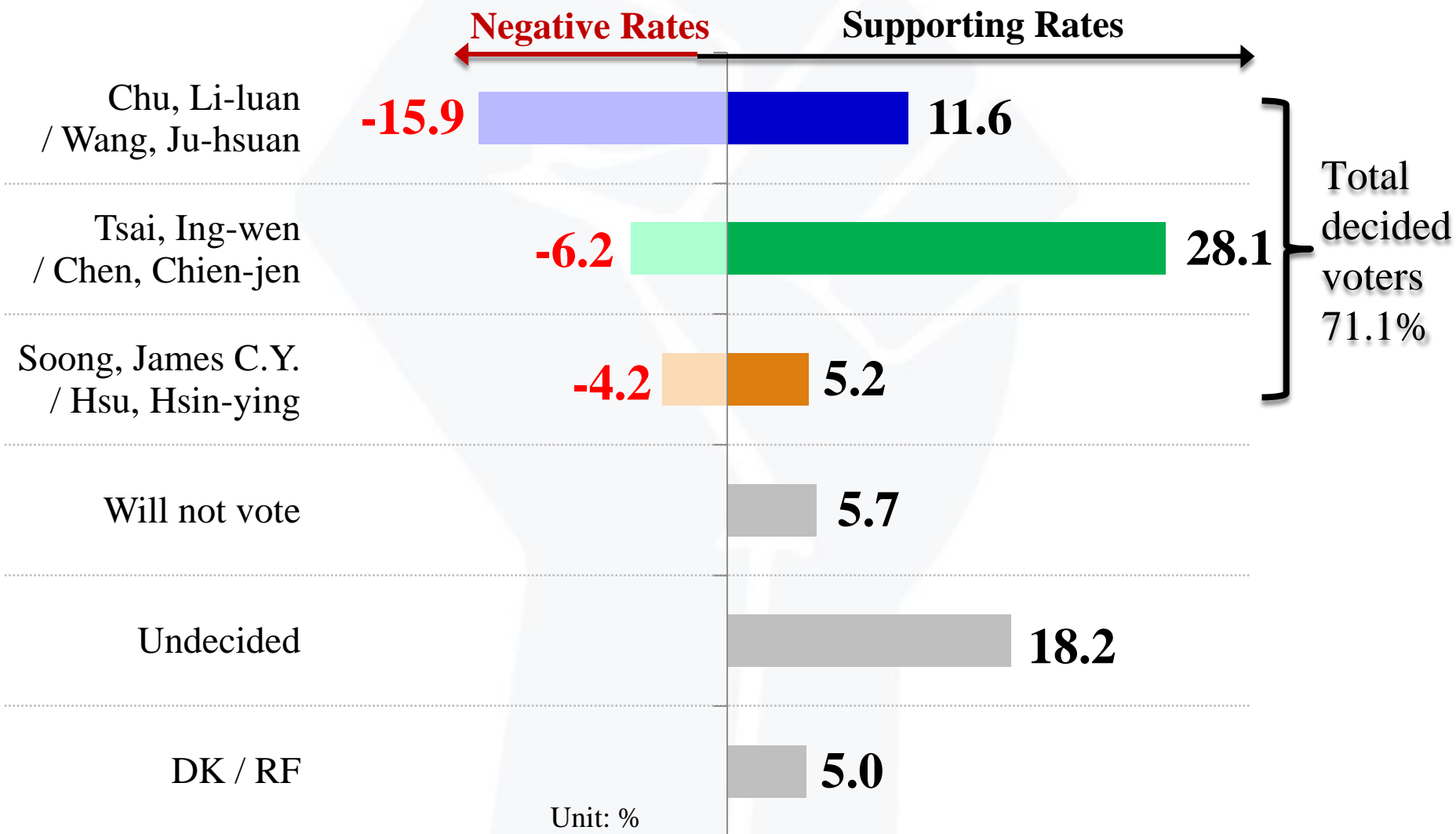


Supporting Rates for 2016 Presidential Election

- Prompted and Assuming Negative Vote Is Adopted



Q4.



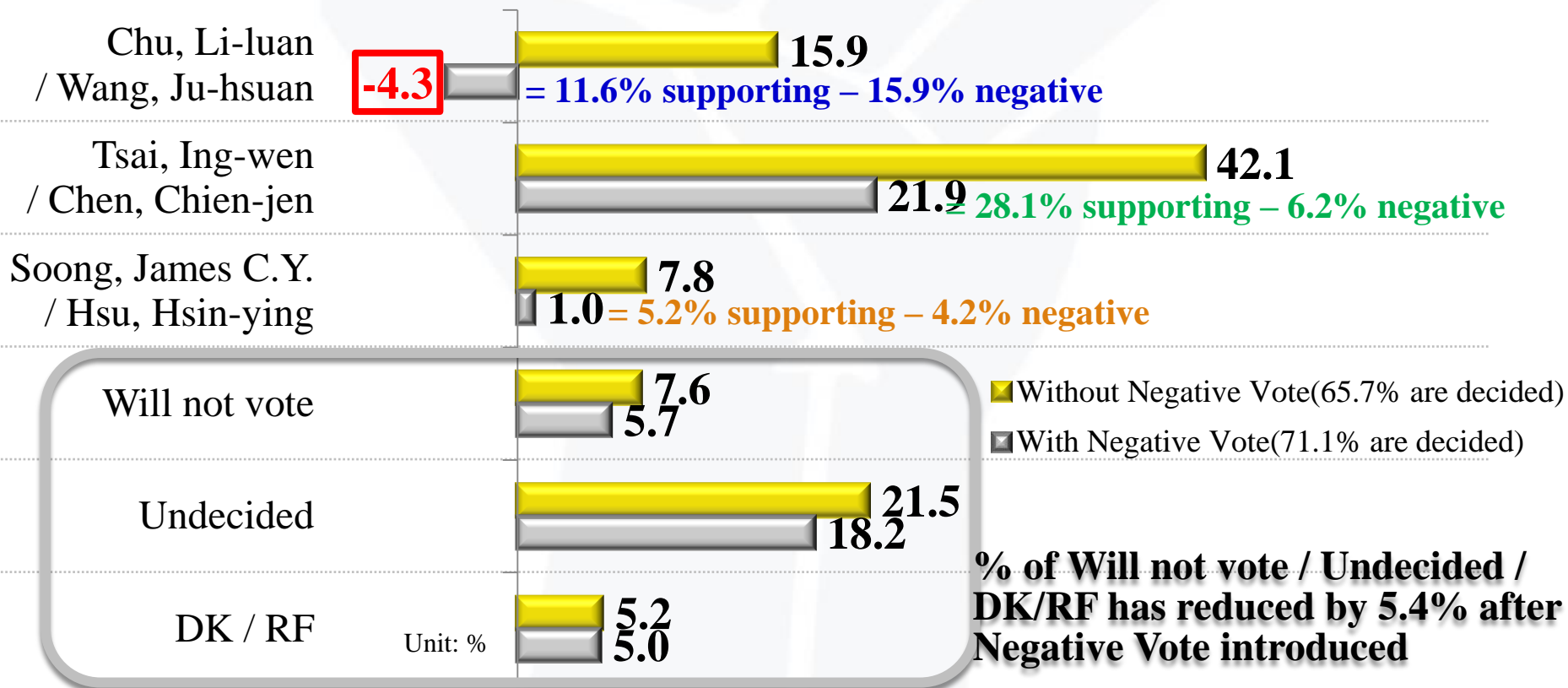
Supporting Rates for 2016 Presidential Election

-- With and Without Negative Vote



● Impacted by “replacing Zhu” and “military-built housing”, the negative rate of Chu, Li-luan and Wang, Ju-hsuan is higher than the supporting rate

- If Negative Vote is one of the options, Chu & Wang’s supporting rate decreases to 11.6%, while the negative rate is 15.9%.
- Therefor, the total votes Chu & Wang is going to get is -4.3%, which is lower than Tsai & Chen by 26.2%, and lower than Soong & Hsu by 5.4%.



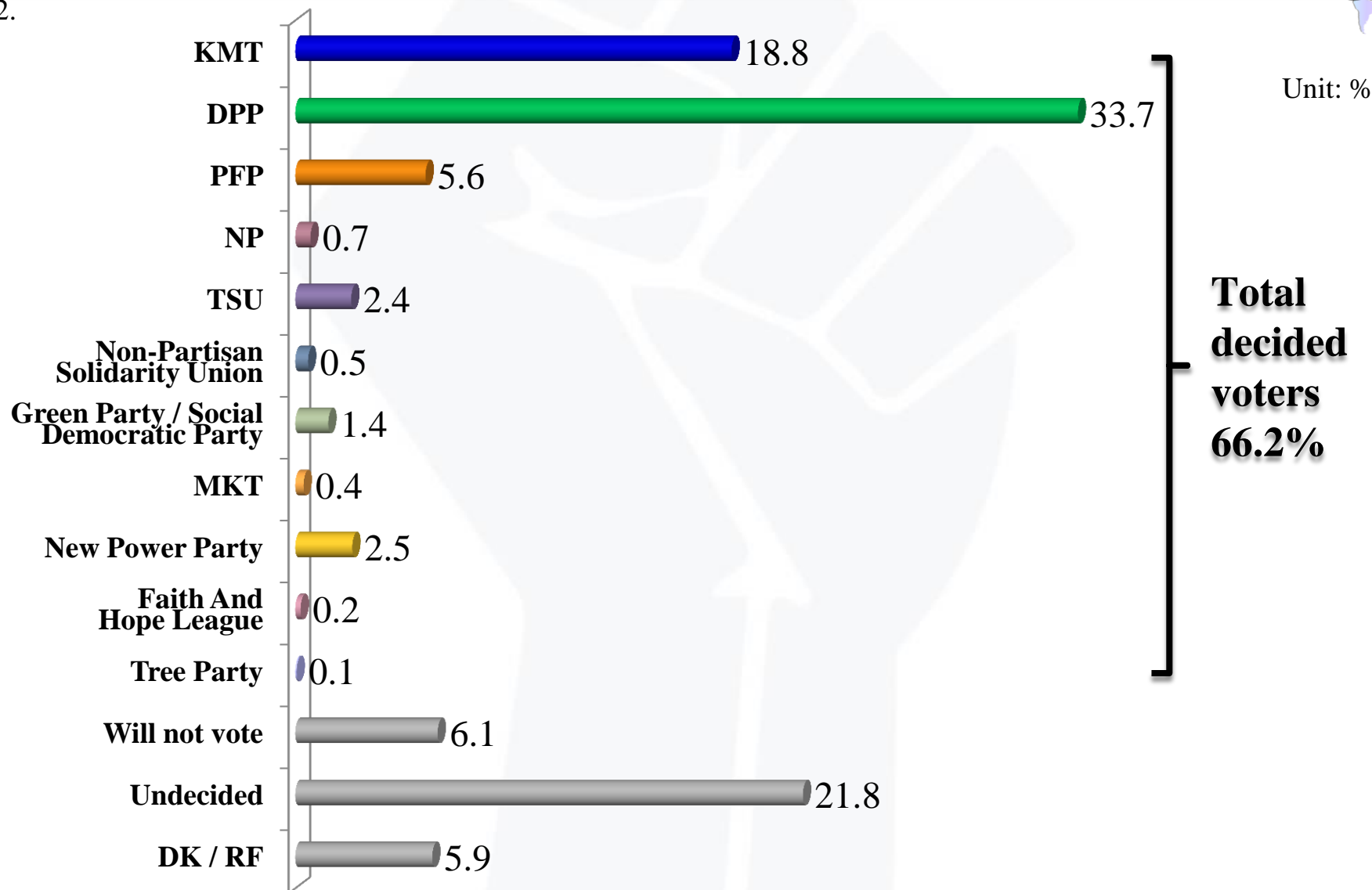
Supporting Rates of Party Vote



2016 Supporting Rates of Party Vote - Before Prompting Negative Vote



Q2.

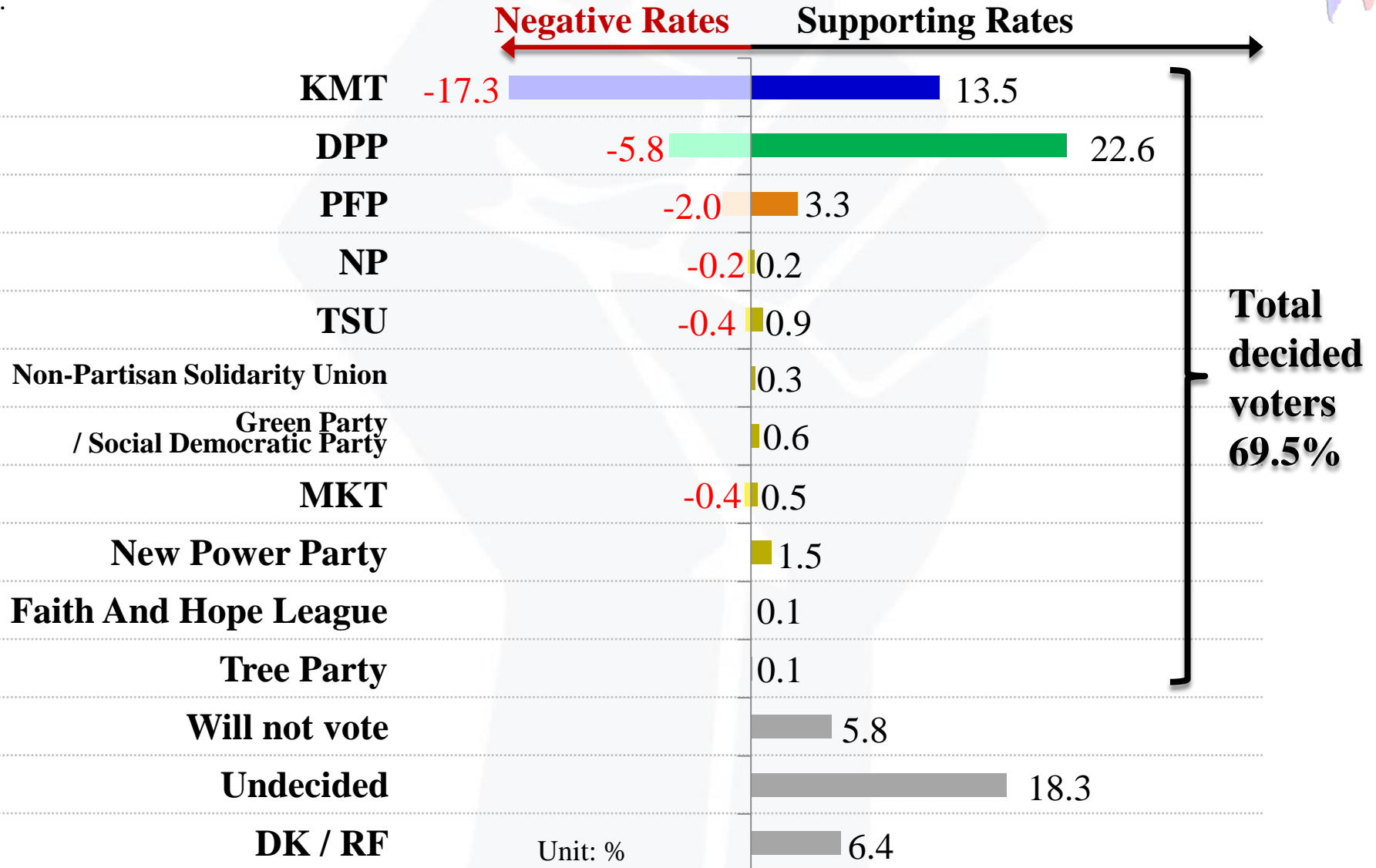


2016 Supporting Rates of Party Vote

- Prompted and Assuming Negative Vote Is Adopted



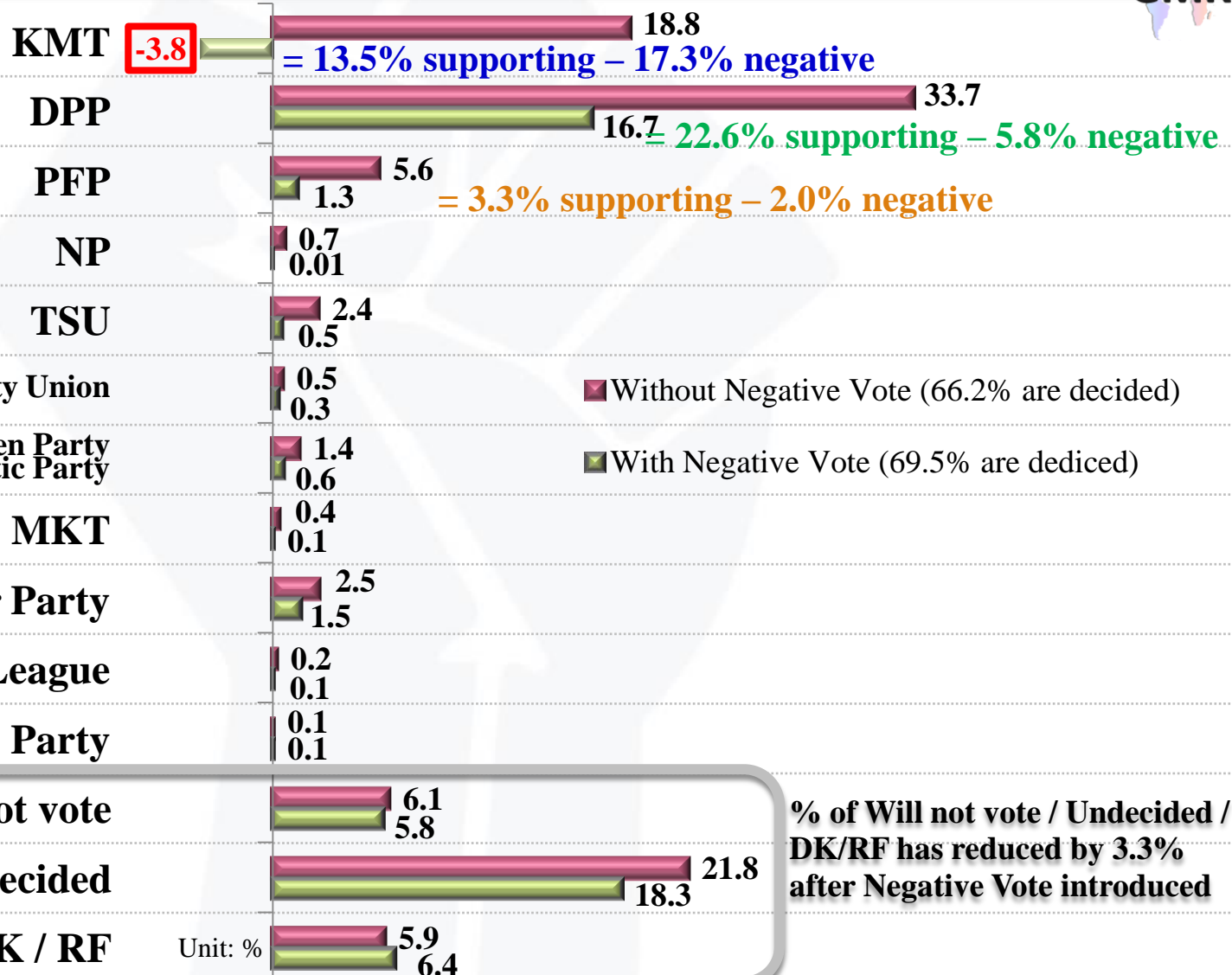
Q5.



2016 Supporting Rates of Party Vote -- With and Without Negative Vote



Q2 vs. Q5.

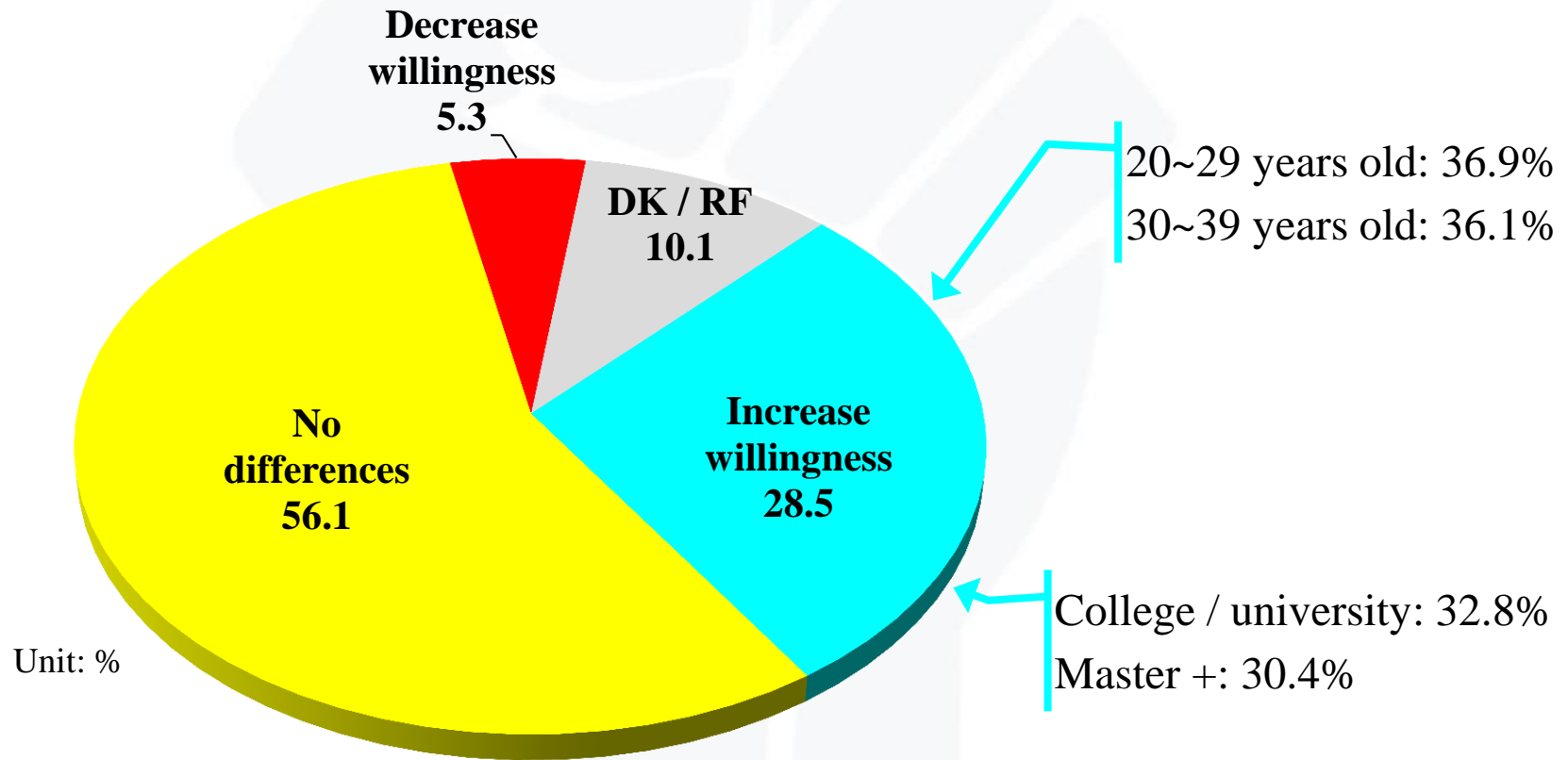


Agreement with Negative Vote & the Impact on Willingness to Vote



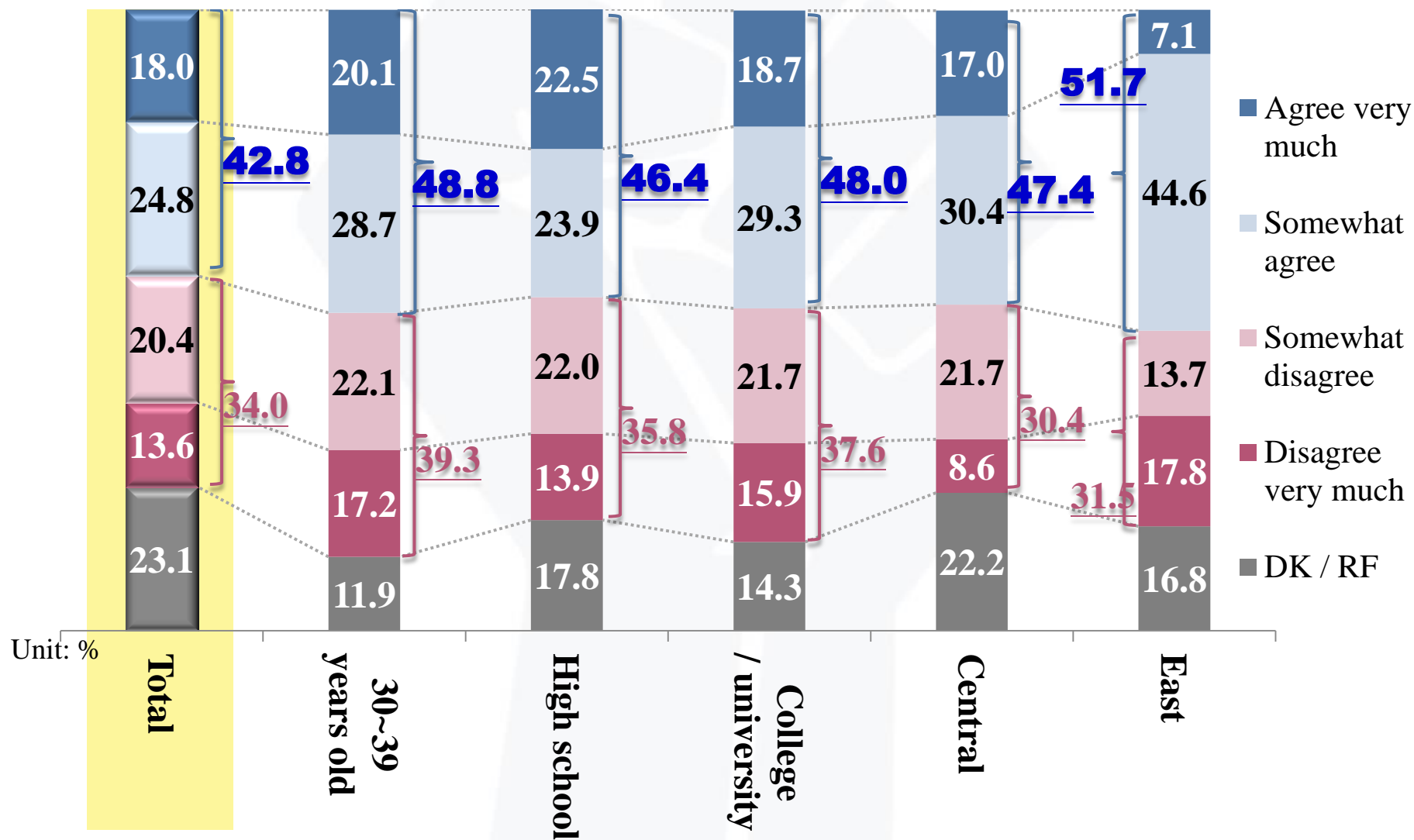
The Impact on Willingness to Vote after Negative Vote Introduced

Q6.



Agreement with “Amending the Law for Negative Vote”

Q7.



The End, Thank You!

