

U.S. Opinions on Asia-Pacific Countries and Taiwanese Membership in the U.N.

Submitted to:

Taiwan Government Information Office

Submitted by:

Zogby International

John Zogby, President and CEO

John Bruce, Vice President and Systems Administrator

Rebecca Wittman, Vice President and Managing Editor

Sam Rodgers, Writer

September 2007

© 2007 Zogby International

Table of Contents

Methodology and Sample Characteristics	3
Methodology	3
Sample Characteristics.....	4
Executive Summary	6
Narrative Analysis	7
Table 1. Familiarity with Taiwan.....	7
Table 2. Relationship With the U.S.	7
Table 3. Impact on U.S. Economy.....	8
Table 4. Visited Taiwan.....	9
Table 5. Democracy in Taiwan*	9
Table 6. Development in Taiwan*	10
Table 7. Taiwan U.N. Membership	10
Table 8. U.S. Support For Taiwan Referendum	11
Table 9. U.S. Support For Membership Campaign	11
Table 10. U.S. Opposing China’s Position	12
Table 11. U.N. Membership - Treating All Countries Equally	12
Table 12. U.N. Membership - U.S. Respecting Democratic Principles.....	13

Methodology and Sample Characteristics

Methodology

Zogby America: Adults 09/06/07 thru 09/10/07

Zogby International was commissioned by TCCE to conduct a telephone survey of adults.

The target sample is 1205 interviews with approximately 82 questions asked. Samples are randomly drawn from telephone CD's of national listed sample. Zogby International surveys employ sampling strategies in which selection probabilities are proportional to population size within area codes and exchanges. Up to six calls are made to reach a sampled phone number. Cooperation rates are calculated using one of AAPOR's approved methodologies¹ and are comparable to other professional public-opinion surveys conducted using similar sampling strategies.² Weighting by region, party, age, race, religion, gender is used to adjust for non-response. The margin of error is +/- 2.9 percentage points. Margins of error are higher in sub-groups.

Zogby International's sampling and weighting procedures also have been validated through its political polling: more than 95% of the firm's polls have come within 1% of actual election-day outcomes.

¹ See COOP4 (p.38) in *Standard Definitions: Final Dispositions of Case Codes and Outcome Rates of Surveys*. The American Association for Public Opinion Research, (2000).

² *Cooperation Tracking Study: April 2003 Update*, Jane M. Sheppard and Shelly Haas. The Council for Marketing & Opinion Research (CMOR). Cincinnati, Ohio (2003).

Sample Characteristics

Sample Characteristics	Frequency	Valid Percent*
Sample Size	1205	100
East	277	23
South	313	26
Central/Great Lakes	374	31
West	241	20
Did not answer region	--	--
Democrat	395	36
Republican	373	34
Independent	274	25
18-29	238	20
30-49	476	40
50-64	274	23
65+	202	17
18-24	101	9
25-34	230	19
35-54	478	40
55-69	231	19
70+	150	13
Did not respond age	15	--
White	884	74
Hispanic	119	10
African-American	131	11
Asian	24	2
Other	36	3
Did not respond race	10	--
Large City	317	26
Small City	275	23
Suburbs	212	18
Rural	395	33
Did not respond location	4	--

* Numbers have been rounded to the nearest percent and might not total 100.

Sample Characteristics (continued)	Frequency	Valid Percent*
Sample size	1205	100
Progressive	77	7
Liberal	151	13
Moderate	367	32
Conservative	389	34
Very Conservative	102	9
Libertarian	55	5
Did not respond ideology	63	--
Catholic	323	27
Protestant	599	50
Jewish	36	3
Other/None	239	20
Did not respond Religion	8	--
Protestant - Born Again	325	27
Protestant - Not Born Again	273	23
Union Member	225	19
Non-Union Member	978	81
Children <17	428	36
No Children <17	775	64
Did not respond Children <17	2	--
Married	724	60
Single	203	17
Divorced/Widowed/Separated	239	20
Civil Union	36	3
Did not respond status	3	--
Armed Forces Member	860	72
Non-Armed Forces Member	343	29
Did not respond Armed Forces	2	--
< \$25,000	245	23
\$25-35K	137	13
\$35-50K	154	14
\$50-75K	227	21
\$75-100K	160	15
\$100K+	157	15
Did not respond Income	125	--
Male	581	48
Female	624	52
Did not respond Gender	--	--

* Numbers have been rounded to the nearest percent and might not total 100.

Executive Summary

This survey of 1,205 American adults covers four major topics regarding Taiwan—opinions of Taiwan, awareness of Taiwan, Taiwan’s membership in the United Nations and general principles of United Nations membership.

Respondents to the survey hold a largely favorable view of Taiwan. When asked their opinions of 5 Asian nations (Japan, Taiwan, South Korea, China and the Philippines), Taiwan is tied for third in their relationship with the United States and rates second in economic impact.

In overall relationship, Taiwan (52%) stands behind Japan (79%) and the Philippines (66%), both of which have had more than a century long relationship with the United States. Regarding economic impact, Taiwan (51%) ranks only behind Japan (67%). Taiwan and Japan are the only two nations to receive a favorable rating from majority of respondents in both questions.

And while Taiwan rates favorably among respondents, many remain unaware about Taiwan. Two-in-five of those surveyed (39%) say they are familiar with Taiwan, though only 6 percent are very familiar with the island nation. 42 percent are unsure of Taiwan’s level of democracy and one-third (32%) are unsure of Taiwan’s level of development. Only 3 percent of those surveyed have ever been to Taiwan.

Still, a majority of respondents (55%) agree Taiwan should be offered membership in the United Nations. More than two-thirds (70%) agree the U.S. should support Taiwan’s membership should Taiwan pass a referendum in support of U.N. membership. 52 percent believe the United States should oppose China’s position regarding U.N. membership—China currently opposes Taiwan’s membership.

Wide majorities support a more equitable U.N. membership process. 72 percent agree when considering membership, the U.N. should treat all countries equally and without discrimination. Four-in-five (81%) feel the United States should base their decision whether or not to support a nation’s U.N. membership on the principles of democracy and self-determination.

Overall, respondents hold a favorable opinion of Taiwan’s relationship with the United States, although unawareness of Taiwan remains low. There exists a clear consensus that the U.N. and the U.S. should fairly and equitably evaluate membership to the United Nations on the basis of democratic principles and ideals. Furthermore, a majority of respondents support Taiwan’s membership to the U.N., especially if that membership petition is backed by a referendum of the Taiwanese people.

Narrative Analysis

1. How familiar are you with country of Taiwan?

Table 1. Familiarity with Taiwan

	Overall
Very Familiar	6
Somewhat Familiar	33
Familiar	39
Not Very Familiar	27
Not At All Familiar	34
Unfamiliar	61
Not Sure	<1

Two-in-five respondents (39%) report some familiarity with Taiwan. Three-fifths (61%) have little to no familiarity with Taiwan. Familiarity with Taiwan is general across most subgroups, but is highest among males (52%) and Republicans (47%).

2-5. Overall how would you rate the relationship between the following countries and the United States—very favorable, somewhat favorable, somewhat unfavorable or very unfavorable?

Table 2. Relationship With the U.S.

	Japan	Philippines	Taiwan	South Korea	China
Very Favorable	39	18	16	18	10
Somewhat Favorable	40	48	36	34	36
Favorable	79	66	52	52	46
Somewhat Unfavorable	7	9	16	20	32
Unfavorable	6	5	6	16	14
Unfavorable	13	14	22	36	46
Not Sure	9	21	26	12	8

Of 5 Southeast Asian nations (Taiwan, China, South Korea, Japan and the Philippines) respondents rate Japan's relationship with the United States as the most favorable. Four-fifths of respondents (79%) give Japan a positive rating; two-thirds (66%) give the same rating to the Philippines. Taiwan and South Korea are tied for third with just over half of all respondents (52%), while China ranks last among the five.

While Taiwan and South Korea has an equal favorability rating, South Korea’s unfavorability rating is 10 percentage points higher than Taiwan’s—36 percent and 22 percent, respectively. One-quarter of respondents (26%) are not sure of Taiwan’s relationship with the United States—the highest such rate.

Among subgroups, males (63%), southerners (62%), Republicans (60%) and those between the ages of 50 and 64 (63%) and 30 and 49 (59%) are most likely to have a favorable view of Taiwan’s relationship with the U.S. Respondents in the central/great lakes region (43%), females (39%), and those between the ages of 18 and 29 (39%) and those over 65 years old (36%) are least likely to have a favorable view.

6-10. Overall how would you rate the impact of the following countries on the U.S. economy—very favorable, somewhat favorable, somewhat unfavorable or very unfavorable?

Table 3. Impact on U.S. Economy

	Japan	Taiwan	Philippines	South Korea	China
Very Favorable	28	14	8	10	20
Somewhat Favorable	39	37	39	35	25
Favorable	67	51	47	44	45
Somewhat Unfavorable	17	15	21	22	24
Unfavorable	8	10	6	13	22
Unfavorable	26	25	27	35	46
Not Sure	21	24	26	21	10

Asked about the impact of those same 5 nations on the U.S. economy and Japan again ranks as the most favorable. Two-thirds of respondents (67%) give Japan a favorable assessment with Taiwan ranking second at 51 percent. The remaining three nations failed to receive a favorable rating from a majority of respondents. One-quarter of those surveyed (25%) rate Taiwan’s economic impact on the United States as unfavorable—the lowest such rating. An additional quarter (24%) are uncertain.

The favorable opinion of Taiwan’s economic impact on the U.S. is highest among union members (63%), those in the West (60%) and the South (58%) and those between the ages of 30 and 49 (58%). The lowest rates are found among non-union members (49%), those in the East (46%) and the central/great lakes (43%), and those above the age of 65 (32%).

11. Have you ever visited Taiwan?

Table 4. Visited Taiwan

	Overall
Yes	3
No	97

Only 3 percent of all respondents report having ever visited Taiwan. The remaining 97 percent have never visited the island.

12. On a scale of 1 to 10 with 1 being 'not at all democratic' and 10 being 'highly democratic,' how would you rate the level of democracy in Taiwan?

Table 5. Democracy in Taiwan*

	Overall
Not Democratic (1-3)	14
Moderately Democratic (4-7)	35
Highly Democratic (8-10)	9
Not Sure	42

**Respondents were asked to rate on a scale of 1 to 10. Responses have been combined to reflect ranges as noted in parenthesis.*

Two-in-five respondents (42%) are unsure about the level of democracy in Taiwan. A little more than one-third (35%) rate Taiwan as moderately democratic, while the remainder find Taiwan either not democratic (14%) or highly democratic (9%). These ratings are consistent across nearly all subgroups.

13. On a scale of 1 to 10 with 1 being ‘not at all developed’ and 10 being ‘highly developed,’ how would you rate the level of development in Taiwan.

Table 6. Development in Taiwan*

	Overall
Not Developed (1-3)	12
Moderately Developed (4-7)	39
Highly Developed (8-10)	18
Not Sure	32

*Respondents were asked to rate on a scale of 1 to 10. Responses have been combined to reflect ranges as noted in parenthesis.

39 percent of respondents rate Taiwan as moderately developed. Less than one-in-five (18%) believe Taiwan is highly developed and 12 percent think of Taiwan as not developed. One-third (32%) are uncertain of their opinion. These results are general across all subgroups.

14. At present, Taiwan is not a member of the United Nations. Taiwan should be offered membership in the U.N.

Table 7. Taiwan U.N. Membership

	Overall
Strongly Agree	24
Somewhat Agree	31
Agree	55
Somewhat Disagree	18
Strongly Disagree	9
Disagree	27
Not Sure	18

A majority of respondents (55%) agree that Taiwan should be offered membership in the United Nations. Approximately one-quarter (27%) disagree and 18 percent remain unsure. Agreement is higher among Republicans (60%) than Democrats (50%) or Independents (51%).

15. *If the people of Taiwan pass a referendum to join the U.N., then the United States should not oppose Taiwan’s petition for membership to the U.N.*

Table 8. U.S. Support For Taiwan Referendum

	Overall
Strongly Agree	33
Somewhat Agree	37
Agree	70
Somewhat Disagree	11
Strongly Disagree	6
Disagree	17
Not Sure	13

More than two-thirds of respondents (70%) are in agreement that the U.S. should not oppose Taiwan’s petition for U.N. membership if the people of Taiwan pass a referendum in support of the petition. Only 17 percent disagree that the U.S. should not oppose such a petition and the remaining 13 percent are unsure. Agreement is highest among Independents (82%) and males (79%).

16. *The Bush administration has recently supported U.N. membership for Kosovo. The Bush Administration should similarly support Taiwan’s campaign for U.N. membership.*

Table 9. U.S. Support For Membership Campaign

	Overall
Strongly Agree	28
Somewhat Agree	33
Agree	61
Somewhat Disagree	12
Strongly Disagree	11
Disagree	33
Not Sure	16

Three-fifths of respondents (61%) agree that the Bush administration should support Taiwan’s campaign for U.N. membership in light of the Administration’s recent support of membership for Kosovo. One-third (33%) disagree with this statement; 16 percent are unsure. Agreement is higher among Independents (71%) than Republicans (64%) or Democrats (55%).

17. *China has opposed Taiwan’s membership in the United Nations. The U.S. should openly oppose China’s position on Taiwan and help Taiwan establish U.N. membership.*

Table 10. U.S. Opposing China’s Position

	Overall
Strongly Agree	25
Somewhat Agree	27
Agree	52
Somewhat Disagree	18
Strongly Disagree	16
Disagree	34
Not Sure	15

52 percent of respondents agree that the U.S. should openly oppose China’s position on Taiwan’s U.N. membership. One-third (34%) disagree with this statement, while the remaining 15 percent are unsure. Republicans are most likely to agree with this statement (59%) as opposed to Democrats (46%) and Independents (48%). 58 percent of males also agree, compared with 46 percent of female respondents.

18. *When deciding whether or not to offer membership, the United Nations should treat all countries equally and without discrimination.*

Table 11. U.N. Membership - Treating All Countries Equally

	Overall
Strongly Agree	52
Somewhat Agree	20
Agree	72
Somewhat Disagree	10
Strongly Disagree	14
Disagree	24
Not Sure	4

Nearly three-quarters of respondents (72%) agree the U.N. should treat all countries equally and without discrimination when deciding whether or not to offer membership. A majority (52%) strongly agree with this statement. One quarter (24%) disagree. More than a third of Democrats (78%) agree, while only 65 percent of Republicans feel the same.

19. On the issue of U.N. participation, the U.S. should respect every country's right to membership based on the principles of democracy and self-determination.

Table 12. U.N. Membership - U.S. Respecting Democratic Principles

	Overall
Strongly Agree	56
Somewhat Agree	25
Agree	81
Somewhat Disagree	8
Strongly Disagree	6
Disagree	14
Not Sure	4

Regarding the U.S. position on U.N. participation, four-in-five respondents (81%) agree the U.S. should respect each country's right to membership based on the principles of democracy and self-determination. Only 14 percent of respondents disagree with this statement. Responses were consistent across all subgroups.