趨勢圖資料研究方法

一、抽樣與調查資料處理

　　趨勢圖資料乃根據選舉研究中心該年的電話訪問研究案，調查對象為臺灣地區（不含金門、馬祖）年滿二十歲以上的成年人。

　　本研究的市話調查抽樣方法為電話簿抽樣法。即以該年度「中華電信住宅部電話號碼簿」為母體清冊，依據各縣市電話簿所刊電話數佔臺灣地區所刊電話總數比例，決定各縣市抽出之電話個數，為求完整的涵蓋性，再以系統抽樣法抽出各縣市電話樣本後，隨機修正最後一碼、二碼、三碼及四碼，以求接觸到未登錄電話的住宅戶。電話接通後再由訪員按照戶中抽樣的原則，抽出應受訪的對象進行訪問。

　　手機電話調查樣本部分，以國家通訊傳播委員會（NCC）公布之「行動通信網路業務用戶號碼核配現況」（手機號碼前五碼之核配狀況），搭配以隨機亂數的手機號碼最後五碼來製作電話樣本。

　　為了使樣本結構與母體結構更符合，本研究對樣本的分佈特性使用多變數反覆加權法（raking）進行加權。其中性別、年齡、教育程度及地理區域之權值是依據內政部所出版「中華民國臺閩地區人口統計」。

　　訪問資料中，**每個資料點代表每年底合併（1～6 月合併資料於年中公佈）之結果**，經過加權處理後，得到的三個主要變數之次數分配即為趨勢圖所示之資料。百分比計採小數點第 1 位後四捨五入呈現，故各百分比之加總可能產生非 100%之情形。。

二、涵蓋時間與樣本數

　　目前的趨勢圖資料包含 1992 年到 2023 年 12 月，每年的訪問樣本數詳如下表。

年度	樣本數
1992	4120
1994	1209
1995	21402
1996	10666
1997	3910
1998	14063
1999	9273
2000	11062
2001	10679
2002	10003
2003	14247
2004	34854
2005	7939
2006	13193

2007	13910
2008	16280
2009	20244
2010	13163
2011	23779
2012	18011
2013	13359
2014	20009
2015	22509
2016	15099
2017	13455
2018	9490
2019	16276
2020	11490
2021	12026
2022	12173
2023	14933

三、主要變數

（一）統獨立場

　　建構統獨立場所依據的問卷題目為：「關於臺灣和大陸的關係，有下面幾種不同的看法 1.儘快統一；2.儘快宣布獨立；3.維持現狀，以後走向統一；4.維持現狀，以後走向獨立；5.維持現狀，看情形再決定獨立或統一；6.永遠維持現狀。請問您比較偏向那一種？」趨勢圖包含以上六個選項及無反應共七類。

（二）政黨認同

　　政黨認同變數的建構方式是由三道題目組合而成，先詢問受訪者「在國內的政黨之中，請問您認為您比較支持哪一個政黨？」，若受訪者回答了某個政黨，則續問「請問您支持（受訪者回答的黨）的程度是非常支持、還是普普通通」，若受訪者並未回答一個明確支持的政黨，則再問他「那請問您有沒有比較偏向哪一個政黨？」依照這三個問題，可以將選民的政黨認同依照支持強度分成二十一類，不過本研究並不考慮選民政黨認同的強度，僅就認同哪一個政黨進行分析，因此變數僅分成七類 [*]，分別是認同國民黨、認同民進黨、認同新黨、認同親民黨、認同台聯黨、認同時代力量、認同台灣民眾黨、中立無反應及其他政黨。

[*] 2015 年 9 月前政黨認同問法為先詢問受訪者「在國民黨、民進黨、新黨、親民黨跟台聯黨這五個政黨中，請問您認為您比較支持哪一個政黨？」，若受訪者回答了某個政黨，則續問「請問您支持（受訪者回答的黨）的程度是非常支持、還是普普通通」，若受訪者並未回答一個明確支持的政黨，則再問他「您比較偏向國民黨、偏向民進黨，偏向新黨，偏向親民黨，還是偏向台聯黨，或是都不偏？」。2001 年 12 月之前的問卷題目包含建國黨，因此趨勢圖上會呈現建國黨的數據。

（三）臺灣人認同

　　在建構臺灣人認同時，所依照的問卷題目是：「我們社會上，有人說自己是『臺灣人』，也有人說自己是『中國人』，也有人說都是。請問您認為自己是『臺灣人』、『中國人』，或者都是？」本研究依照受訪者的回答將臺灣人認同分成四類，分別是臺灣人、中國人、都是、無反應。

著作權聲明

Trends in Core Political Attitudes among Taiwanese –

Data Collection Methodology

I. Data Sampling and Analysis

The research target population for each survey is the adult population 20 years or older in the Taiwan Area (i.e. excluding the offshore islands of Kinmen and Matsu). Sample for every landline phone survey is drawn from telephone books, with the most recent year's set of *China Telecom Residential Telephone Number Books* serving as the population. Each sample is constructed from numbers listed in each county and city telephone book and is drawn proportionately from all residential phone numbers across the island. In order to ensure complete coverage, after systematic sampling produces a sample for each city and county, it is then supplemented as circumstances warrant based on the last one or two or three or four digits to include households with unlisted numbers. After phone contact is established, the interviewer follows the specified intra-household sampling procedure to identify the targeted member of the household, and begins the interview.

The mobile phone survey is based on the "Mobile Communication Network Business User Number Allocation Status" published by the National Communications Commission (NCC) (the allocation status of the first five digits of the mobile phone number), combined with randomly generated codes/numbers representing the last five digits of mobile phone numbers to create the phone sample.

In order to ensure that the sample structure is more representative of the population, key sample variables are used to weight the sample's partial characteristics through an iterated (raking) process. These include weights for sex, age, education and geographic location calculated from the *Taiwan-Fukien Demographic Fact Book, Republic of China*, published by the Ministry of the Interior.

The chart of trends in core political attitudes among Taiwanese is based on data gathered through this center's telephone survey polls. Survey data is merged annually to generate data points, except those released in June; they come from surveys conducted between January and June. After results are weighted, the figures for the three main variables are parsed out and added to the trend chart. Percentages are rounded to the nearest tenth, so the total of the percentages may not be 100%.

II. Time of Coverage and Sample Sizes

The data presented in the current trend chart includes that from 1992 through the second half of 2023. The interview sample sizes for each year are detailed below:

Year	Cases
1992	4120
1994	1209
1995	21402
1996	10666
1997	3910
1998	14063
1999	9273
2000	11062
2001	10679
2002	10003
2003	14247
2004	34854
2005	7939
2006	13193
2007	13910
2008	16280
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III. Main Variables

1. Taiwan Independence versus Unification with the Mainland (TI-UM)

The independence-unification (TI-UM) position is constructed from the following survey item: "Thinking about Taiwan-mainland relations, there are several differing opinions: 1. unification as soon as possible; 2. independence as soon as possible; 3. maintain the status quo and move toward unification in the future; 4. maintain the status quo and move toward independence in the future; 5. maintain the status quo and decide in the future between independence or unification; 6. maintain the status quo indefinitely. Which do you prefer?" In addition to these six attitudes, the trend chart also includes non-responses for a total of seven categories.

2. Political Party Identification (PID)

The political party identification variable was constructed by combining three survey items. The respondent is first asked the following: "Among all political parties in our country, which party do you think of yourself as leaning toward?" If the respondent names a party, then that answer is taken to be the respondent's party identification; if the respondent does not answer unequivocally, then s/he is asked "Relatively speaking, do you lean toward any political party?".[*] If the respondent then names a party, that answer is taken to be his/her party ID; and if the respondent still does not indicate a preference, the answer is counted as a non-response.

3. Taiwanese Identity

The following survey item was used in all instances to construct the measure of Taiwanese identity: "In our society, there are some people who call themselves 'Taiwanese', some who call themselves 'Chinese', and some who call themselves both. Do you consider yourself to be 'Taiwanese', 'Chinese', or both?". Responses are scored into one of four categories: Taiwanese, Chinese, both, or no response.

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[*] The question before September, 2015 was that the respondent was first asked the following: "Of the following five political parties -- Chinese Nationalist Party (Kuomintang, or KMT), Democratic Progressive Party (DPP), New Party (NP), People First Party (PFP), and Taiwan Solidarity Union (TSU) -- which party do you support the most?" If the respondent names a party, then that answer is taken to be the respondent's party identification; if the respondent does not answer unequivocally, then s/he is asked "which do you prefer more: the KMT, the DPP, the NP, the PFP, or the TSU, or do you not prefer any of these?".

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