



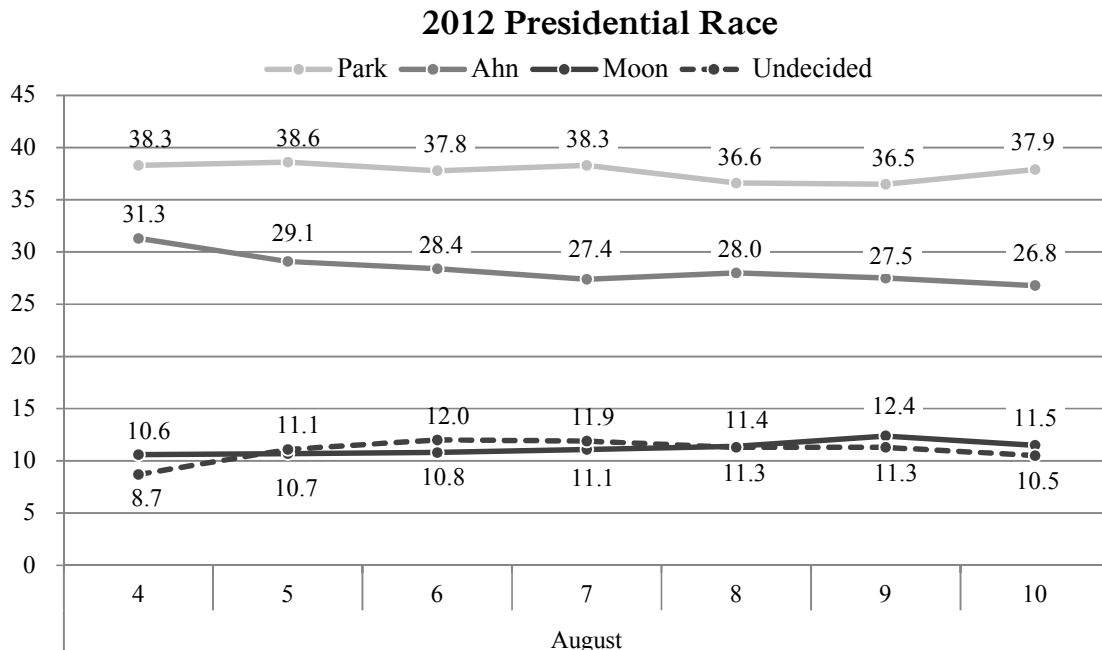
The Asan Weekly Public Opinion Brief
Saturday, August 4 – Friday, August 10

Notable Political Events for the week

- Park Geun-Hye publicly apologized for the cash-for-nomination scandal currently enveloping the Saenuri Party.
- The Saenuri Party kicked two lawmakers out of the party for their connection to the scandal.
- Challengers for the Saenuri presidential nomination called on Ms. Park to abandon her presidential race if the bribery allegations are proven true.
- Saenuri lawmakers asked the Ministry of Finance to revise the tax code. They called for a drop in the income to qualify for the highest bracket from 300 million won to 200 million won. Also, they are investigating raising the tax rate for the highest bracket from 38% to 40% of taxable income.

2012 Presidential Race: Multi-Candidate Poll

- In Asan’s multi-candidate poll, Park Geun-Hye continued to lead both Ahn Chul-Soo and Moon Jae-In. Support for Ms. Park remained virtually unchanged, with a decline of 0.4 percentage points (pp) on the week. Support for Dr. Ahn declined 4.5pp in that same time. Mr. Moon’s support also remained virtually unchanged with an increase of 0.9pp.
- Respondents were also asked which candidate they *would not* vote for. Ms. Park garnered a plurality (27.7%), followed by Dr. Ahn (18.8%), and then Mr. Moon (14.0%).

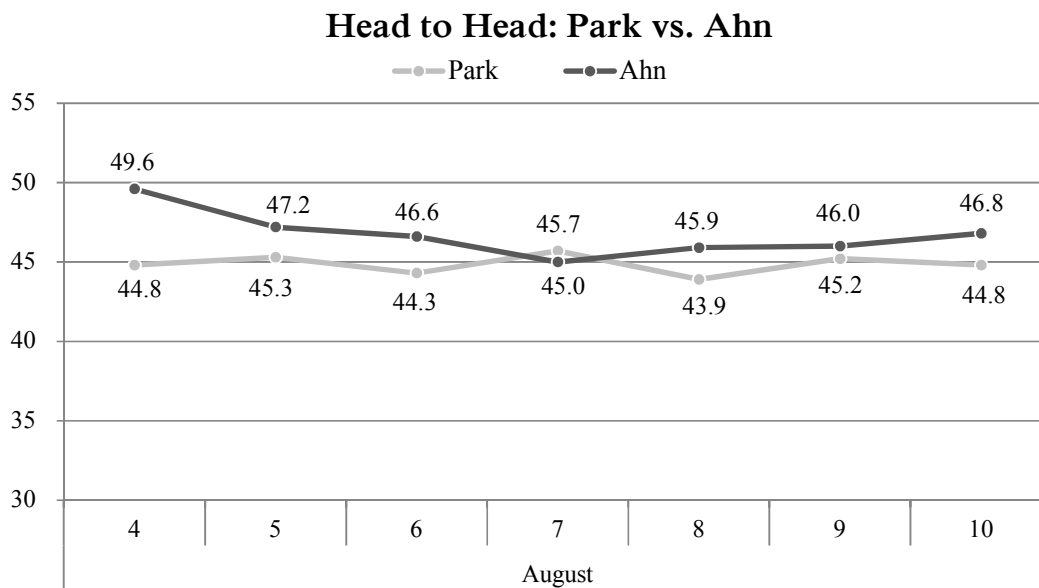




- When respondents who voiced support for Ms. Park were asked why they supported her, a plurality (43.8%) cited her political experience while 21.6% cited her ability to handle the economy. For those who would not support Ms. Park, a plurality (32.7%) cited her father’s controversial legacy.
- For respondents who supported Dr. Ahn, a plurality (28.8%) cited his ability to communicate with citizens. The next largest segment (25.3%) cited the fact that he appeared to be different from the mainstream politicians. Among those who stated they would not vote for Dr. Ahn, a majority (52.4%) cited his political inexperience, while 27.8% cited the fact that his ideological position is not clear.
- A plurality (33.1%) of Mr. Moon’s supporters cited his moral character as reason for support. 28.8% cited his interest in protecting the weakest of society. A clear plurality (30.5%) of those who stated they would not vote for Mr. Moon cited his close connection to former president Roh Moo-Hyun.

2012 Presidential Race: Head to Head

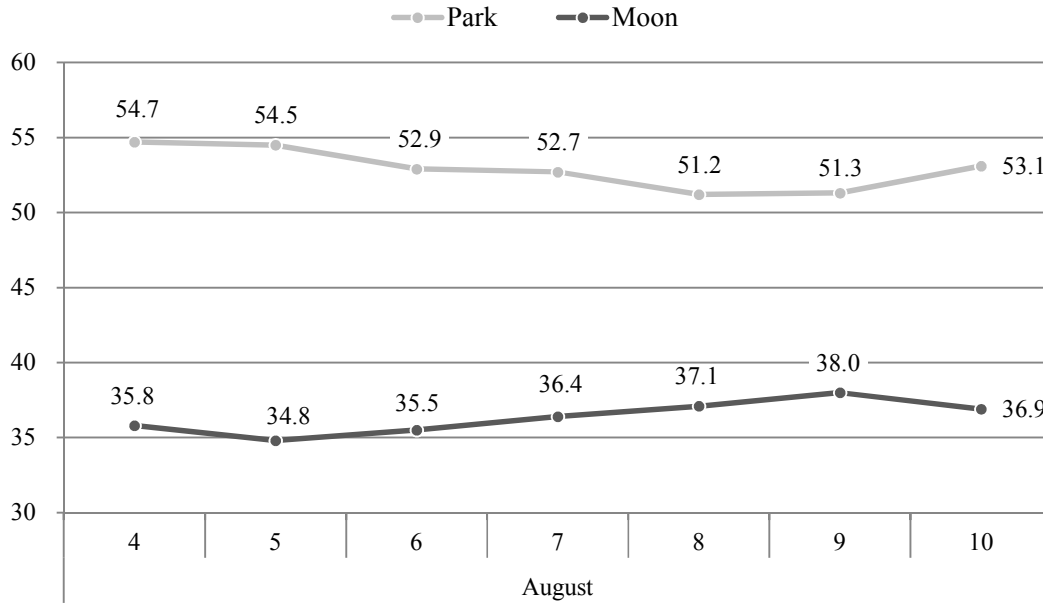
- In head to head polling, Ms. Park and Dr. Ahn remain in a neck-and-neck race. However, the 4.8pp gap from Saturday, August 4 now stands at 2.0pp.





- Ms. Park maintained a comfortable lead over Mr. Moon in the head-to-head poll.

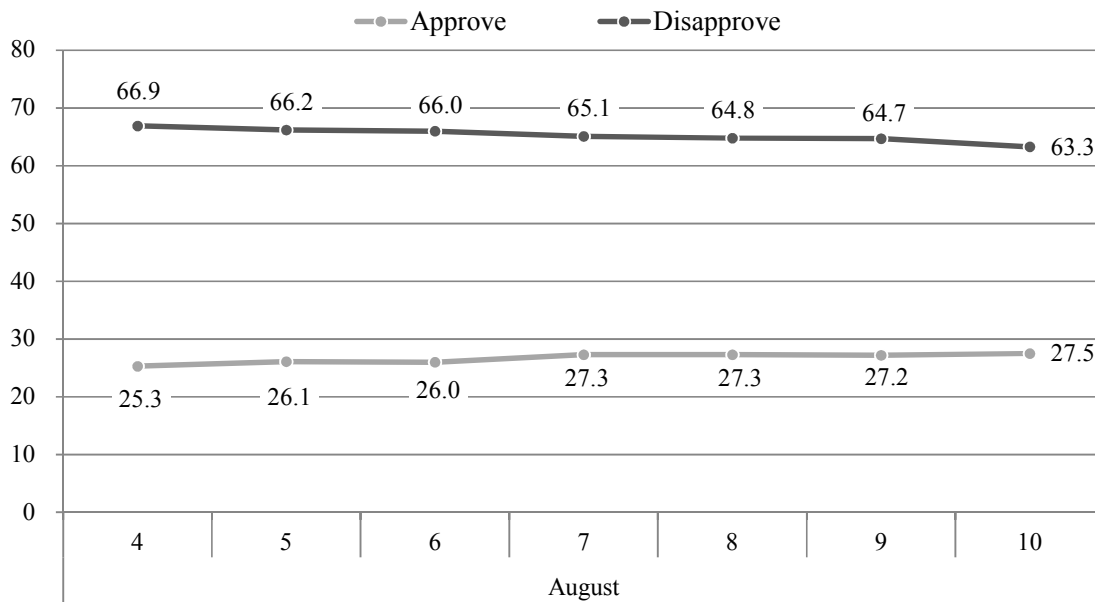
Head to Head: Park vs. Moon

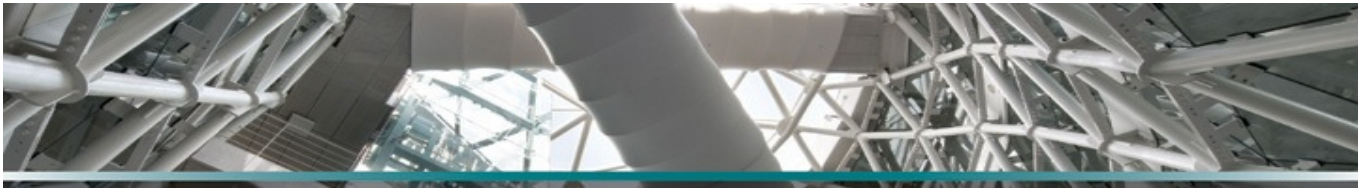


Presidential Approval

- Presidential Approval remained largely flat, with an overall 2.2pp increase on the week—within the margin of error.

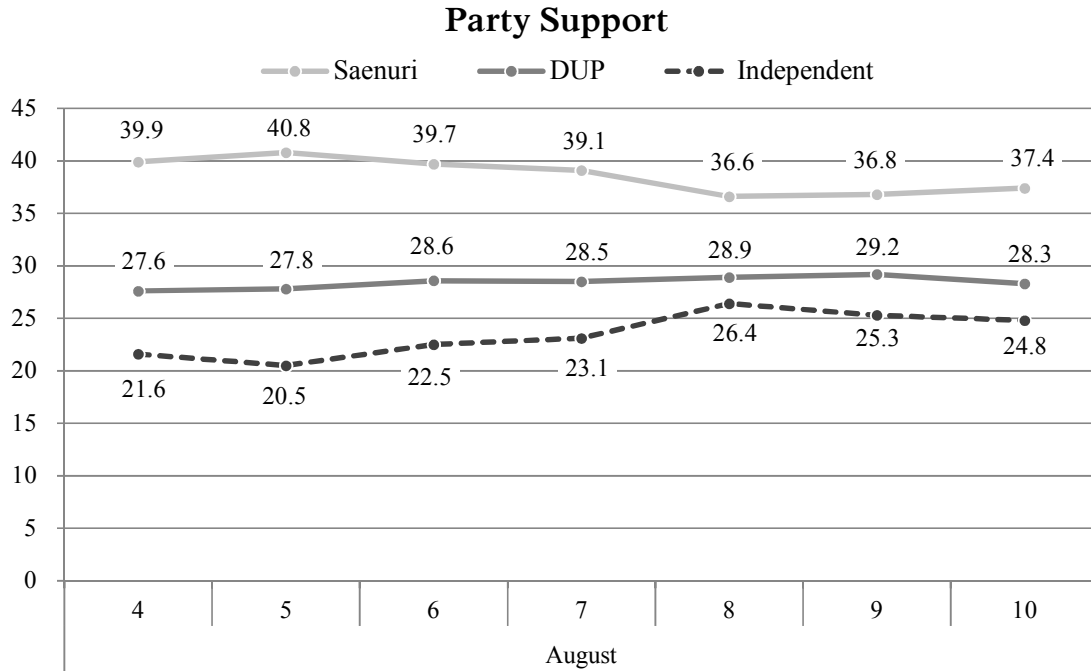
Presidential Approval





Party Support

- Party support also remained largely unchanged, with the Saenuri Party maintaining its lead over the Democratic United Party.



The Asan Daily Poll uses the 3 day rolling average for its survey results. The sample size is 1,000 respondents over the age of 19. The margin of error is $\pm 3.1\%$ at the 95% confidence level. The survey was conducted by the Asan Institute for Policy Studies in partnership with Research & Research. It employed the Random Digit Dialing method for mobile and landline telephones.

This report is produced by the Public Opinion Studies Center at the Asan Institute for Policy Studies. To subscribe to this report contact Karl Friedhoff at klf@asaninst.org.