

Election should be close...

In the last poll to be released before the election, Yukon residents are reporting that the next five days are still critical for the campaign. While the Liberal Party increased their popular vote from 15% in July to 26% this week, they still remain behind both the NDP and the Yukon Party. This gain for the Liberal Party came at the expense of the Yukon Party who dropped from 40% to 35%. The NDP, remaining at 35% inched into the top spot. Other (Green/First Nations) dropped from 10% to 4% as the final slates came together.

In the upcoming Yukon election, which Party's candidate are you planning to vote for in your riding? (among decided voters)

- NDP = 35%
- Yukon Party = 35%
- Liberal = 26%
- Green = 2%
- First Nations = 2%

While the current counts show the NDP and Yukon Party are in a dead heat, the Yukon Party has one advantage over the other parties - 80% of their supporters are 100% decided on their candidate. This drops to 68% among NDP supporters and 64% among Liberal supporters - indicating the NDP and Liberal supporters are slightly more likely to change their selection in the next 5 days.

Results by riding show the following: (Winners were projected only when the percentage lead was greater than the margin of error)

| Riding | Results |
|-------------|-------------------------|
| Yukon Party | Leading in 3, tied in 7 |
| Liberal | Leading in 2, tied in 5 |
| NDP | Leading in 5, tied in 5 |

In rural areas of the Yukon, popular vote support for the Yukon Party increases to 40%, similar to their strength among those over age 49, and those working in the private sector. For the NDP their key supporters are in Whitehorse where they have 37% of the vote, and among those aged 35 - 49.

A few other interesting findings came from the poll. When asked who they would most like to see as Premier, Elizabeth Hanson was the preference for 36% of Yukoners, followed by Darrell Pasloski at 26% and Arthur Mitchell at 19%. Surprisingly only 70% of those voting Liberal in their riding selected Arthur Mitchell as their leader, while 23% would prefer Elizabeth Hanson. 92% of NDP voters also supported Ms. Hanson, while 78% of Yukon Party supporters were behind Mr. Pasloski.

But with 5 days left, only 68% are 100% decided on their candidate. This is highest among those over the age of 50. Groups with the highest percentage of those still not 100% sure are those under the age of 35 (only 56% are decided), rural Yukoners and those with children at home (both at 61% are 100% decided), and government employees where only 66% are 100% decided.

When it comes to why people selected their candidate of choice, 41% said they based it on the Party's policy, while 38% based it on the person in their riding or the leader. The older the respondent the more likely they were to base it on the party policies. Policy was more likely the key factor for those voting NDP (54%) or Yukon Party (46%) vs. those voting Liberal (22%). 32% of Liberal supporters were voting for the person and 25% were doing so due to "not liking the current government".

But when it came down to why they were NOT voting for the other parties, 34% of those not voting Liberal were doing so because they do not like the current Liberal leader. This compares to 27% of those not voting Yukon Party do so because they do not trust the honesty of the Party, and 26% of those not voting NDP say it is because they do not support their policies.

And how did they come to these conclusions? The door-to-door meetings continue to dominate as having a strong impact on the choice. For 45% of Yukoners, this was the most impactful tactic. Other influencers are the media (32%), friends/family (28%), national party leaders and policies (23%) and brochures and debates at 21%. Those voting Yukon Party were the least influenced by any type of publicity, while Liberal Party supporters felt that the door to door and friends/family were the key influencers, and those supporting the NDP were more likely to be impacted by the media reports.

The survey was conducted by DataPath Systems; an independent Yukon based market research company. A total of 357 surveys were completed. 306 Web-based surveys and 51 telephone surveys were conducted with 219 Whitehorse residents and 138 non-Whitehorse residents between October 2 and 6th, 2011. The data is weighted to accurately represent Yukoners based on the community they live in, their age and gender. If this study had been conducted only by a true probability sample process, percentages would be statistically valid to +/- 5.1%, 19 times out of 20 (95% confidence). This was a non-commissioned study, paid for by DataPath Systems.

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