

Election Choices Driven by Trust

In DataPath System's most recent poll, the NDP and the Yukon Party are vying for Yukoner votes with each Party showing strong areas, while the Liberal Party continues to show a lack of overall confidence by most Yukoners. When it comes to satisfaction with the current government representatives, the Yukon Party's high satisfaction scores increased from July 2011, up from 26% to 30% of Yukoners rating them a 4 or 5 on a 5 point scale. The NDP's satisfaction also climbed from 13% to 20%. The Liberal Party continued to show the lowest satisfaction at 14% high scores, although still up from 10% seen in July.

When asked which Party they trusted to manage 11 different issues, the NDP was the top choice for 6 of the 11 issues, the Yukon Party was the top pick on 3 of the issues, the NDP and Yukon Party tied on 2 items, while the Liberal Party was not the most trusted party on any of the items. The NDP was most trusted on Social Issues, Housing, Drug/Alcohol, Land and Trail use, Education and the Peel Watershed. The Yukon Party was most trusted to manage the Economy, Employment and Overall Government Management. They were tied on Negotiating greater mining royalties staying in the Yukon, and Policy and Regulations. Between 12% and 20% of Yukoners felt that all the parties were the same, depending on the issue, and women were more likely than men to feel that all the parties are the same on all of the issues.

"However, none of the Parties are doing a fantastic job of delivering a clear message to voters on their positions, yet." comments Donna Larsen, partner at DataPath Systems.

The NDP is seen by 48% as providing a clear message, followed by the Yukon Party at 35% and the Liberal Party at 32%. "But it is still early in the game." Donna added.

Of the campaign promises made so far, having 80% protection for the Peel Watershed is the most supported. Over two-thirds (65%) of Yukoners support this policy (while 41% support 100% protection). Creating a center in downtown Whitehorse for drug and alcohol housing (62%), and downtown housing for "hard to house" persons at risk (58%) were also popular. The promise to provide government incentives to developers to reduce land and development costs for more affordable house was popular with 60% of Yukoners.

But what one issue do Yukoners think is the most important one when choosing a candidate? "None of the above." comments Donna. "It comes down to honesty, integrity and trust, not a political policy or issue. 20% of Yukoners said honesty/integrity was their top issue." This is followed by strong NDP areas - the environment (17%) and housing (13%). Only 11% rated the economy as their main reason to pick a candidate, and only 6% listed party policies. "This opened ended question really shows the challenges out there for the candidates. The Party promises will only go so far, and the winners and losers will be chosen based on the trust they can gain in their riding to deliver fair and honest government". Donna concluded.

So, how will the election end up? In fact, only 50% of Yukoners are 100% decided on the person they plan to vote for right now. 32% are leaning in one direction or another 17% are mostly undecided.

The survey was conducted by DataPath Systems; an independent Yukon based market research company. 274 Web-based surveys were conducted with 198 Whitehorse residents and 76 non-Whitehorse residents between September 22 and 26. 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 telephone, percentages would be statistically valid to +/- 5.9%, 19 times out of 20 (95% confidence). This was a non-commissioned study, paid for by DataPath Systems.

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