

The race to the election is on

With a Territorial election only months away, the polling shows two parties racing for the lead. The survey of 424 Yukoners was conducted by DataPath Systems and it shows momentum growing for the Yukon Party, but the NDP pushing to challenge. "The change in leadership for the Yukon Party appears to have given the Party a boost" comments Donna Larsen, partner in DataPath. Yukon Party support among decided voters started to increase in April, just as Party Leader Dennis Fentie announced his decision to step down, and increased again this July. The Yukon Party was at a low of 22% support in July 2010, but were able to increase this to 32% in April 2011 and is now up to 40% under the new leadership of Darrel Pasloski. But this does not mean the election will be a walk in the park either explains Donna Larsen. "While the Yukon Party is definitely seeing a increase in support, the NDP is also up. And at the same time, satisfaction with the Party is not seeing the same increases. This indicates a increase in Party support, but it is tentative, and could still be influenced with the amount of time remaining before the election." The NDP has seen increases from 26% in July 2010 to 35% in July 2011. In addition, 7% of Yukon's are looking for a Green Party solution, and those voters may be more likely to switch to the NDP or Liberal, if no Green Party candidate is available in their riding. The Liberal Party is now at 15% - a significant drop from their high of 39% in July 2010. However, another strong point for the Yukon Party is in the satisfaction scores. Among the three parties, they show the highest satisfaction with 26% rating them a 4 or 5 on a 1 – 5 scale. This compares to only 13% for the NDP and 10% for the Liberal Party. "In July 2010, the Liberal Party was able to benefit from

the issues impacting the Yukon Party, but were unable to capitalize on that. With changes in the Yukon Party and in the economy, the Yukon Party and the NDP were able to pull that support their way. "It will all come down to the riding candidates, as 60% of voters also reported that they are not 100% sure about who they will vote for at this time." continues Ms. Larsen. Demographics continue to also play a role in the Party preference, with those over age 50, male, and employed in the private sector more likely to support the Yukon Party, while government workers, females, and those under age 35 are more likely to support the NDP.

Yukoners continue to be feeling more comfortable with the economy. While the economy was the number one issue facing the Yukon in 2009, it is now the fourth ranking issue. The environment, which was the top issue in 2010 and early 2011, has dropped to the second ranking issue – second to housing. The visual impact of the lack of housing in the Yukon has driven that to the number one slot. Poor government, which was as high as 19% in 2009, has dropped to 8%. More Yukoners also report that they are much better off than they were last year, and fewer report being worse off.

The survey was conducted by DataPath Systems; an independent Yukon-based market research company. Telephone surveys were conducted with 279 Whitehorse residents and 145 non-Whitehorse residents between July 17 – 25th, 2011. The data is weighted to accurately represent Yukoners based on the community they live in, their age and gender. Percentages are statistically valid to +/- 4.7%, 19 times out of 20 (95% confidence). This was a non-commissioned study, paid for by DataPath Systems.

DataPath Systems
August 9, 2011

Yukon Summer Poll 2011
For immediate release

For more detailed information contact Donna Larsen at 867.660-4600.