Yukoners Decided on Federal Election Vote

In a recent DataPath poll of nearly 400 Yukoners, over half (53%) are 100% decided on who they plan to vote for in the upcoming Federal election. Over one-quarter (28%) are mostly decided, but might still change their mind. Among those who are mostly or completely decided, and planning to vote, 44% are planning to vote Liberal, for Mr. Bagnell. The Conservative candidate, Ryan Leef is a distant second at 24%, followed by Green Party candidate John Streicker at 20% and the NDP's Kevin Barr trails at 12%. Compared to actual election results from the last 2008 election, Mr. Bagnell won that election with 45% of the vote. The greatest change is the advance in the Green Party who finished with 13% in that election.

Survey respondents were asked if they planned to change which Party they voted for compared to their vote in 2008. Only 14% were definitely planning to vote differently from how they voted in 2008. In general, those planning to change their vote added that it was mainly due to the Mr. Bagnell's position on the gun registry bill, or that they were not feeling they needed to vote strategically this time, or they wanted to vote on values this year.

Yukoners continue to be divided on the primary reason why they select their candidate, with 55% reporting that it is primarily based on what that Party envisions or can do for Canada, while the other 45% select the candidate based on what they envision or can do for the Yukon. Those voting for the Conservative Party, Green Party and NDP are much more likely to be selecting their Yukon representative based on what they can do for Canada (76%, 71%, 79%), while the opposite is true for Liberal supporters, with 63%

voting Liberal due to what Mr. Bagnell can do for the Yukon. This is consistent with results seen in previous polls.

Federal election campaigning does seem to have moved some Yukoners on their preference for Canada's next Prime Minister. In late 2010, 37% were opting for Mr. Harper, while 31% favoured Mr. Ignatieff. Since then, Mr. Harper has only dropped slightly to 35%, however, Mr. Ignatieff has dropped down to 24%. Jack Layton of the NDP was the big winner, up from 14% last year, to 28% currently. Green Party leader Elizabeth May dropped from 18% to 15%. While 35% of Yukoners continue to support Mr. Harper as the Prime Minister, only 33% approve of his performance, indicating a lack of confidence in the other Party leaders by at least some of Mr. Harper's supporters.

When polled on ten different federal issues, Yukoners had the highest level of support for Increased Spending on Renewable Energy. On a scale from 1 to 5, 76% supported renewable energy spending with ratings of a 4 or 5. This was followed by 62% support for Increased Environmental Regulations and Protection, and 61% support for Increasing the Focus on Helping those in Need. About half of Yukoners support A Goal to Significantly Reduce the Federal Deficit by Cutting Federal Spending. Fewer than half of all Yukoners support Increasing the focus on Northern Sovereignty by the Construction of Arctic Infrastructure and Military Presence (39% support), The Federal Government's Handling of the Economy of Canada (37%), the Federal Gun Registry (28%), Nuclear Power Development in Canada (21%), Current Federal Policies on the Management of Climate Change (19%) and Current Federal Policies Related to the United States Policies (11%).

How one stands on these issues is also clearly related to their Party preference. Compared to all three of the other Parties, the Conservative Party supporters are more likely to oppose the gun registry, spending more on renewable energy, increasing environmental protection, and spending more to help those in need. They are more likely to support cutting Federal spending, the construction of arctic infrastructure and military presence, the handling of the economy, policies related to the United States, current handling of climate change, and nuclear power development.   Differences between the other three Parties are much more subtle. While all three support increased spending on renewable energy, this is true for 95% of Green Party supporters compared to 85% of Liberal supporters and 77% of the NDP. NDP supporters are slightly more likely than the other Parties to support the current management of climate change (31%), compared to 15% for Liberals and 12% for Green. The Liberals are more likely to support nuclear power (33%) compared to only 9% for the NDP and Green supporters.

Demographically, the Conservative supporters are also unique from the other Party supporters.   Conservative supporters are more likely older, higher income and male, compared to the other Party supporters. Over half (54%) of Conservative voters are over the age of 50, compared to 33% of Liberal supporters, and 27% for Green and NDP. Incomes are also highest for Conservative supporters at $102,000 average income, dropping to $100,000 of Liberal, $85,000 for Green and $75,000 of the NDP.   The presence of children in the household is also less common among Conservative supporters (20% have children at home, and 20% are retired), while 41% of Liberal

supporters have children at home, 48% for Green and 56% for NDP.   The Conservative Party does better among men (69% of their supporters are male), compared to 52% for the Liberals and 49% for the Green. The NDP does much better among women, as 85% of their supporters are female. While the Conservatives, Liberals and Green Party candidates each have about 70% - 76% of their support coming from Whitehorse residents, the NDP is stronger in the communities with 36% support and only 64% from Whitehorse.

The survey was conducted by DataPath Systems; an independent Yukon-based market research company. Telephone surveys were conducted with 273 Whitehorse residents and 125 non-Whitehorse residents between April 16th and 23rd, 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 +/- 4.8%, 19 times out of 20 (95% confidence). This was a non-commissioned study, paid for by DataPath Systems.

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