

### Close Election Ahead

The latest DataPath Systems election poll shows a slight Liberal Party advantage, however, the Yukon Party is closing in, with strong increases over the past several months. DataPath asked 625 Yukoners the election question in two different manners – first which Party’s leader they would most support for Premier, then, which candidate in their riding they were most likely to vote for. When thinking of the Party Leader, 37% choose Liberal Sandy Silver, 34% choose Yukon Party Darrel Pasloski, and 27% choose NDP Elizabeth Hanson, and 2% selected the Green Party (among decided voters). Within their riding, the results get even tighter, with both the Liberal Party and Yukon Party at 34%, the NDP at 29%, and the Green Party at 3%.

An important factor to consider however, is not just the popular vote percentages. A key factor is that Whitehorse has 12 ridings, while rural Yukon has 7. Among Whitehorse residents, the Liberal lead increases to 38% while the Yukon Party drops to 31%. So in terms of number of seats, that Whitehorse number is extremely important.

That said, another thing to consider is how the Party is trending. In December of 2015 year, the Liberal Party reached a high of 40%, following a strong Liberal win in the Federal Election. At that time, the Yukon Party was only at 25%, down from their high of 43% in 2012, following the last Yukon election. The Liberal Party has been almost able to hold on to that lead, while the Yukon Party gained strength at the expense of the NDP. “Likely NDPers did not switch from NDP to the Yukon Party, but might have shifted to the Liberal Party, while some of those in the Liberal camp after the Federal Election returned to the Yukon Party.” commented Donna Larsen, partner in DataPath Systems.

Demographic profiles also differ based on party preference. For example, the Liberal Party polls higher among Yukoners with children at home, in Whitehorse, government employees and in the 35-50 year old groups. Yukon Party strengths are with older voters, in rural areas, and NDP is stronger among younger voters, those without children, and those earning under \$50,000 a year.

Another very interesting finding in the study is that 14% of those planning to vote NDP in their riding actually prefer Liberal Sandy Silver as Yukon Premier. This is even higher among rural NDP supporters where 20% would support the Liberal leader.

DataPath Systems also explored major policy issues between the Parties. Respondents were asked to rate the importance of 6 areas on their decision for which party to vote for. The most important of the six was Economic Development, followed by the Peel Watershed, Fracking, and Carbon Reduction Policies. On the topic of Economic Development 34% preferred the focus to be on non-resource based industry (such as tourism/retail, etc), while 24% preferred the focus be on existing resource industries (mining, forestry). Another 19% supported small business development, 16% preferred no single industry type to targeted and 7% would like to see new resource development such as oil/gas be the focus. Not surprisingly, the resource development support jumps from that 31% combined for new and existing development, to 64% among Yukon Party Supporters.

A similar preference difference is seen between the Peel Watershed and Fracking. For the Peel, among all Yukoners, 19% support no development in the Peel, 46% preferred only low impact or tightly managed development, 27% support some resource extraction

(under 25% of the land), and 8% support high resource extraction (35% combined low and high extraction levels). However, among Yukon Party supporters the resource extraction support jumps to 77% for some and high resource extraction combined. In comparison, this is 25% among Liberal supporters and 15% among NDP supporters.

Fracking support also differed by party. Across the Yukon, 40% support a total ban, 25% support a hold till more studies are completed and 35% support fracking at some level. For Yukon Party supporters, 68% support fracking at some level, compared to 23% for Liberals and 14% of NDPers.

Carbon reduction policies are the most fragmented. 14% prefer no government changes or policies, 20% support personal incentives or tax rebates for carbon reduction installs, 12% support limited government investments, 25% moderate government investments and 28% support significant government investments. For Yukon Party supporters, the no government changes or policies jumps to 24%, while the significant government investment jumps to 32% among Liberal supporters and 39% for the NDP.

The survey was conducted by DataPath Systems; an independent Yukon based market research company. 625 web-based surveys were conducted with 479 Whitehorse residents and 146 non-Whitehorse residents between Oct. 15 and 23rd. The data is weighted to accurately represent Yukoners based on the community they live in, their age, gender, income, aboriginal affiliation, and employment type. If this study had been conducted only by a true probability sample process, percentages would be statistically

*DataPath Systems*  
*October 29, 2016*

*Yukon Election Poll 2016*  
*For immediate release*

valid to +/- 3.9%, 19 times out of 20 (95% confidence). This was a non-commissioned study, paid for by DataPath Systems.

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