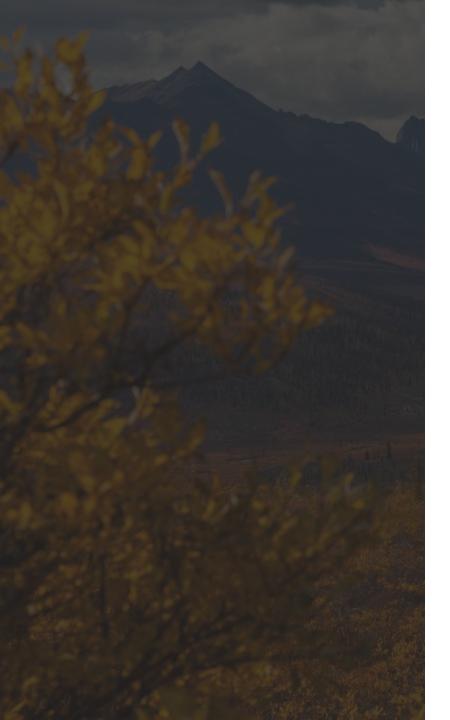
Two in three Yukon residents outright support the territorial government's commitment to advance conservation initiatives contributing to Canada's goal of protecting 30% of land in the country by 2030.





The research gauged the opinions among residents of Yukon on ecosystems, wildlife and/or culturally important lands that also have rich deposits of minerals.

Nanos conducted a random digit dialing (RDD) dual frame (landand cell-lines) random telephone survey of 403 residents of Yukon, 18 years of age or older, between August 7<sup>th</sup> and 21<sup>st</sup>, 2025.

The margin of error for a random survey of 403 residents of Yukon is  $\pm 4.9$  percentage points, 19 times out of 20.

The statistical tabulations including the unweighted and weighted number of interviews can be accessed here: by age and gender.

The research was commissioned by CPAWS Yukon and was conducted by Nanos Research.

## **KEY FINDINGS**

1

#### YUKON RESIDENTS SUPPORT THE GOVERNMENT'S COMMITMENT TO ADVANCING CONSERVATION INITIATIVES

Yukoners are over four times more likely to be supportive to some extent (68% support; 11% somewhat support) rather than opposed to some extent (six percent somewhat oppose; 11% outright oppose) of the Yukon government's commitment to advance conservation initiatives and contribute to Canada's goal of protecting at least 30% of the land in Canada by 2030. Women are more likely to support or somewhat support this (89%) than men (70%).

2

#### A MAJORITY OF YUKONERS OUTRIGHT SUPPORTS THE CREATION OF MORE INDIGENOUS PROTECTED AND CONSERVED AREAS IN CANADA

About three in four Yukon residents report being supportive (57%) or somewhat supportive (19%) of the creation of more Indigenous Protected and Conserved Areas in Canada as a means of protecting more lands and sea. This is four times greater than the percentage of Yukoners who report somewhat opposing (eight percent) or opposing this (11%). Women (85%) are more likely than men (67%) to report outright or somewhat supporting the creation of more Indigenous Protected and Conserved Areas.

3

## YUKONERS ARE MOST LIKELY TO AGREE OR SOMEWHAT AGREE THAT IT SHOULD BE REQUIRED TO GET APPROVAL FROM FIRST NATION GOVERNMENTS BEFORE ANY NEW MINES ARE APPROVED ON THEIR TERRITORIES

Three in five Yukon residents outright agree (59%) that it should be required to get approval from First Nation governments before any new mines are approved on their territories, while another 15 percent somewhat agree with this statement. Comparatively, about one out of every four Yukoners reports somewhat disagreeing (six percent) or outright disagreeing (18%) with this statement. Agreement to some extent is higher among those aged 18 to 34 (82%) than those aged 55 and over (65%).





## KEY FINDINGS – CONTINUED

4

#### YUKONERS ARE MOST LIKELY TO DISAGREE THAT THE MINING SECTOR IN YUKON HAS A GOOD TRACK RECORD OF ENVIRONMENTAL CLEAN-UP

Just over one out of every two Yukon residents reports outright disagreeing (53%) that the mining sector in Yukon has a good track record of environmental clean-up, while another 15 percent somewhat disagree with this statement. The percentage of Yukoners that reports somewhat disagreeing or outright disagreeing with this statement is nearly three times greater than the percentage of Yukoners who report some level of agreement that the mining sector in the territory has a strong track record of environmental clean-up (25%; nine percent agree, 16% somewhat agree). Respondents aged 55 and over (74%) are more likely to report some level of disagreement with this statement than respondents aged 18 to 34 (59%).

5

### ALL STATEMENTS TESTED ARE MORE LIKELY TO POSITIVELY IMPACT LIKELIHOOD TO VOTE FOR A POLITICAL PARTY AMONG YUKONERS THAN THEY ARE TO NEGATIVELY IMPACT VOTING PREFERENCES OR HAVE NO IMPACT

Yukoners report that they would be more likely to vote for a territorial party if that party committed to the following:

- Putting stronger mining regulations in place to protect the environment in Yukon (69% more likely or somewhat more likely; 12% somewhat less likely or less likely; 12% no impact);
- Putting stronger mining regulations in place to uphold the rights of the residents of Yukon (65% more likely or somewhat more likely; 13% somewhat less likely or less likely; 13% no impact);
- Supporting Indigenous protected areas that conserve land, water and wildlife (66% more likely or somewhat more likely; 15% somewhat less likely or less likely; 14% no impact);
- Creating more protected areas (62% more likely or somewhat more likely; 20% somewhat less likely or less likely; 12% no impact).









#### Land planning priorities in Yukon

Q – Thinking about what land planning should prioritize in Yukon, please rank the items, where one is the top priority, two is second most priority and so on. [RANDOMIZE OPTIONS 1-3 ANCHOR ALL OF THE ABOVE]

Aug-2025 (n=402)	Men (n=197)	Women (n=205)	18 to 34 (n=80)	35 to 54 (n=142)	55 plus (n=180)
37.2%	32.2%	42.1%	46.3%	34.1%	33.2%
13.2%	18.7%	7.9%	9.7%	14.4%	14.8%
8.7%	6.6%	10.8%	6.3%	11.8%	7.6%
40.0%	42.4%	37.6%	37.7%	38.4%	43.3%
0.8%	-	1.7%	-	1.3%	1.0%





#### **Opinions on land planning priorities in Yukon**

Q – Why do you have that opinion? [OPEN]

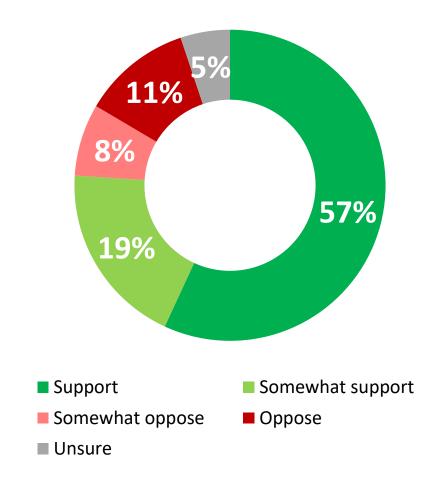
Q – Thinking about what land planning should prioritize in Yukon, please rank the items, where one is the top priority, two is second most priority and so on. [RANDOMIZE] [RANK 1]

			Aug-2025 (n=347)	Protecting important ecosystems for wildlife (n=131)	Protecting culturally important lands (n=28)*	Mining minerals (n=48)	Land planning should prioritize all of the above (n=138)
		Belief in the Vitality of Ecosystems and Wildlife	22.0%	44.5%		-	7.9%
	TOP RESPONSES	Equal Importance of All Factors	12.8%	1.9%		4.1%	29.4%
		Mining is Critical for Economy	11.8%	3.1%		51.8%	9.3%
		Negative Impact of Mining on Environment	9.6%	13.2%		7.7%	6.7%
		Balanced Approach to Land Use	9.2%	3.4%		7.6%	15.4%
		Cultural and Historical Land Preservation	4.8%	4.5%		-	0.5%
		Need for Effective Land Use Planning	4.5%	0.7%		-	9.0%
		Abundance of Natural Resources	2.5%	2.0%		13.1%	-
		Personal Belief (unspecified)	2.3%	0.7%		1.9%	3.4%
		Importance of Future Generations	2.3%	3.2%		1.9%	2.0%
		Responsible Mining Practices	2.2%	2.9%		1.9%	2.1%
		Spending Time/Work in the Environment	2.0%	4.6%		1.9%	-
		Unsure	3.1%	4.8%		-	2.6%

<sup>\*</sup>Shaded due to small sample size.







<sup>\*</sup>Weighted to the true population proportion.

Q – Many Indigenous communities are creating Indigenous Protected and Conserved Areas (IPCAs) to conserve lands and wildlife in partnership with governments. These areas, created and overseen by Indigenous nations, share many of the same goals as parks, including the protection of animals, land and water. Do you support, somewhat support, somewhat oppose or oppose the creation of more Indigenous Protected and Conserved Areas in Canada as a means of protecting more lands and sea?

Source: Nanos Research, RDD dual frame random telephone survey, August 7<sup>th</sup> to 21<sup>st</sup>, 2025, n=403 residents of Yukon, accurate 4.9 percentage points plus or minus, 19 times out of 20.

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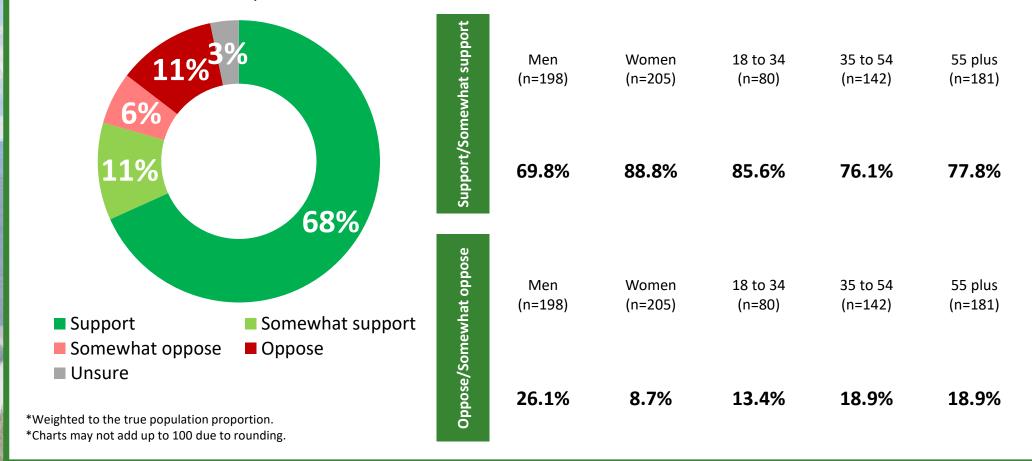
## **Support for the creation of more Indigenous Protected and Conserved Areas**

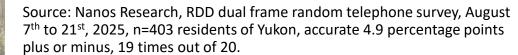
Support/Somewhat support	Men (n=198) <b>67.2%</b>	Women (n=205) <b>84.6</b> %	18 to 34 (n=80) <b>79.3%</b>	35 to 54 (n=142) <b>74.8%</b>	55 plus (n=181) <b>74.5%</b>	
Oppose/Somewhat oppose	Men (n=198) <b>27.3</b> %	Women (n=205) 10.6%	18 to 34 (n=80) <b>15.4%</b>	35 to 54 (n=142) 19.5%	55 plus (n=181) <b>20.9%</b>	

<sup>\*</sup>Charts may not add up to 100 due to rounding.

## Support for protecting at least 30% of the land in Canada by 2030

Q – Today, about 21% of Yukon is protected. Do you support, somewhat support, somewhat oppose or oppose the government of Yukon's commitment to advance conservation initiatives and contribute to Canada's goal of protecting at least 30% of the land in Canada by 2030?









#### Level of agreement with mining transformation activities in Yukon

It should be required to get approval from First Nation governments before any new mines are approved on their territories

First Nations should have more decision-making power when it comes to approving mining projects in Yukon

Tax dollars should be used to clean up old/abandoned mines

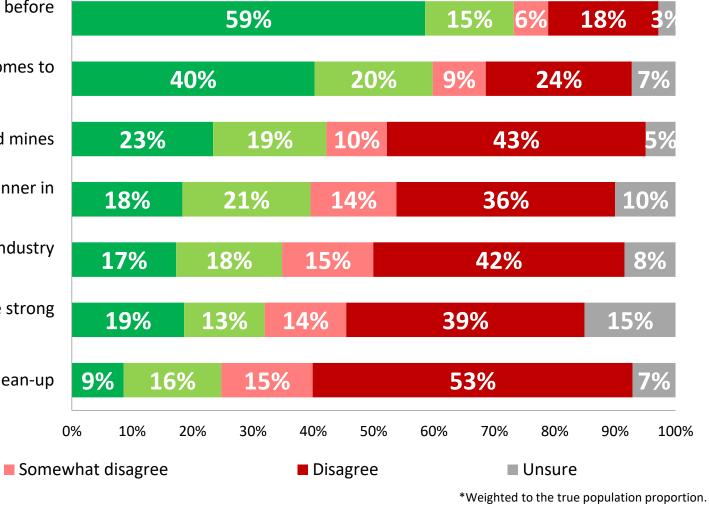
The mining industry operates in an environmentally responsible manner in Yukon

The Yukon government is doing enough to ensure the mining industry operates in an environmentally responsible manner

The current laws that regulate the mining industry in Yukon are strong enough.

Somewhat agree

The mining sector in Yukon has a good track record of environmental clean-up



Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

Agree



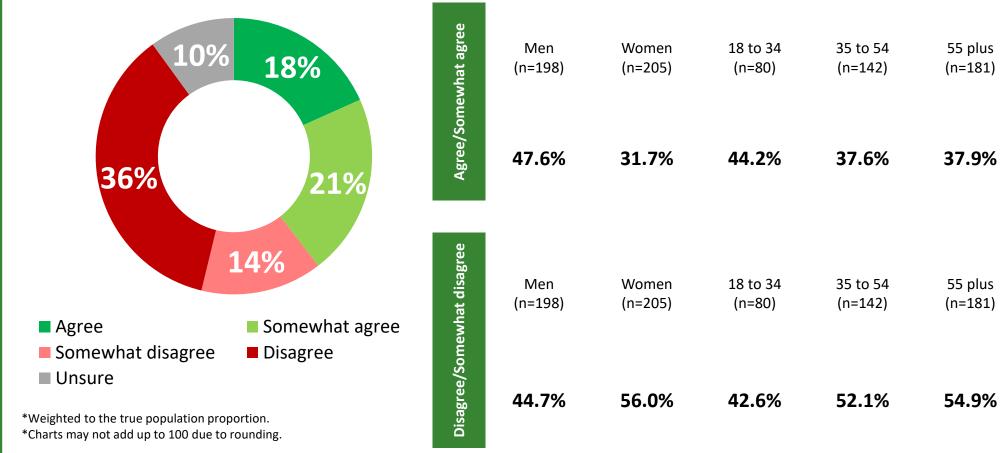


<sup>\*</sup>Charts may not add up to 100 due to rounding.

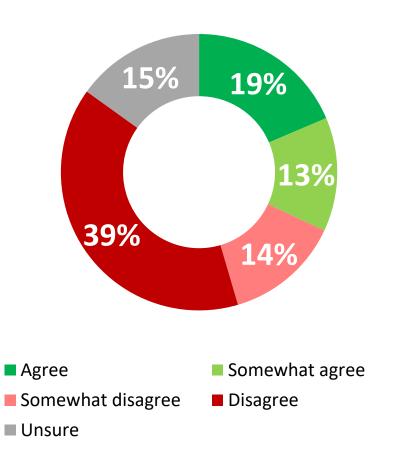
# 10% 36%

## Agreement that the mining industry operates in an environmentally responsible manner

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] The mining industry operates in an environmentally responsible manner in Yukon.







<sup>\*</sup>Weighted to the true population proportion.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] The current laws that regulate the mining industry in Yukon are strong enough.

## Agreement that the current mining laws are strong enough

Agree/Somewhat agree	Men (n=198) <b>39.4%</b>	Women (n=205) <b>24.7%</b>	18 to 34 (n=80)	35 to 54 (n=142) 28.4%	55 plus (n=181) <b>32.8%</b>
Disagree/Somewhat disagree	Men (n=198) <b>49.7%</b>	Women (n=205) 56.2%	18 to 34 (n=80) <b>47.5</b> %	35 to 54 (n=142) <b>56.5%</b>	55 plus (n=181) <b>53.8%</b>



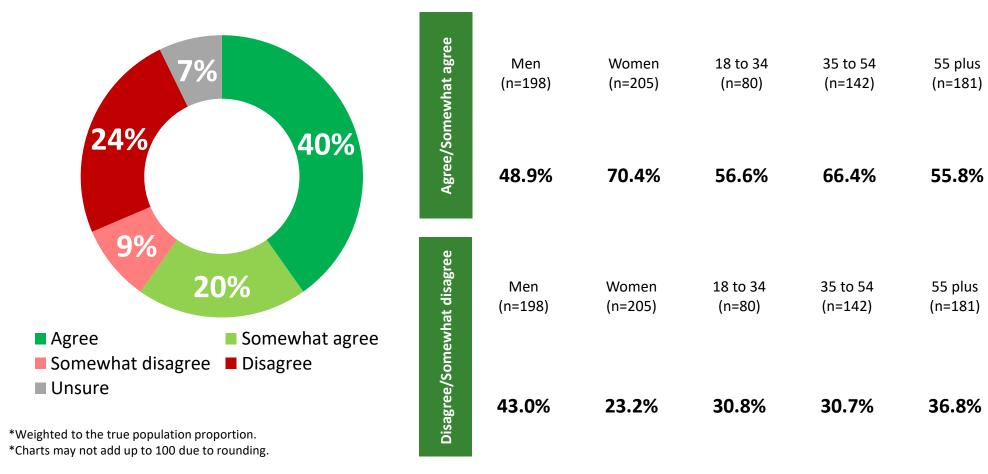


<sup>\*</sup>Charts may not add up to 100 due to rounding.

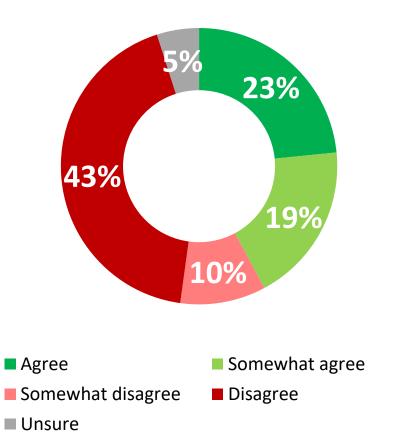


## Agreement to increase First Nations decision-making power to approve mining projects

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] First Nations should have more decision-making power when it comes to approving mining projects in Yukon.







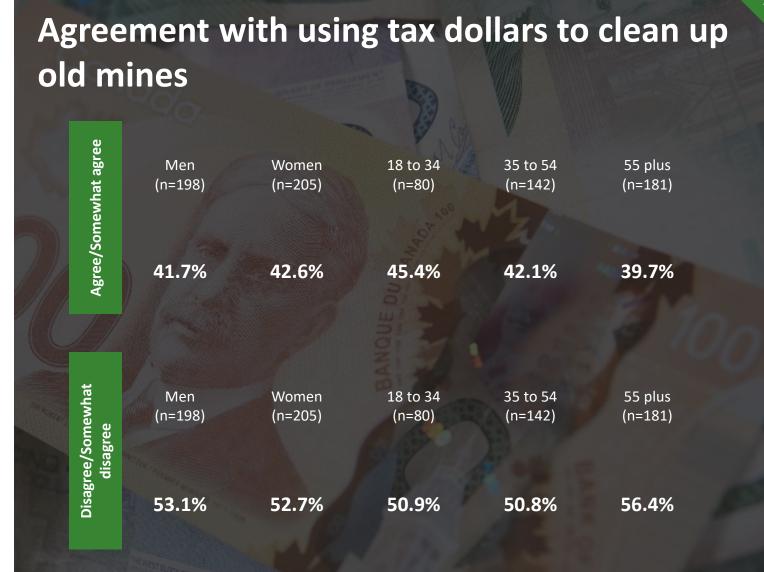
<sup>\*</sup>Weighted to the true population proportion.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

Tax dollars should be used to clean up old/abandoned mines.



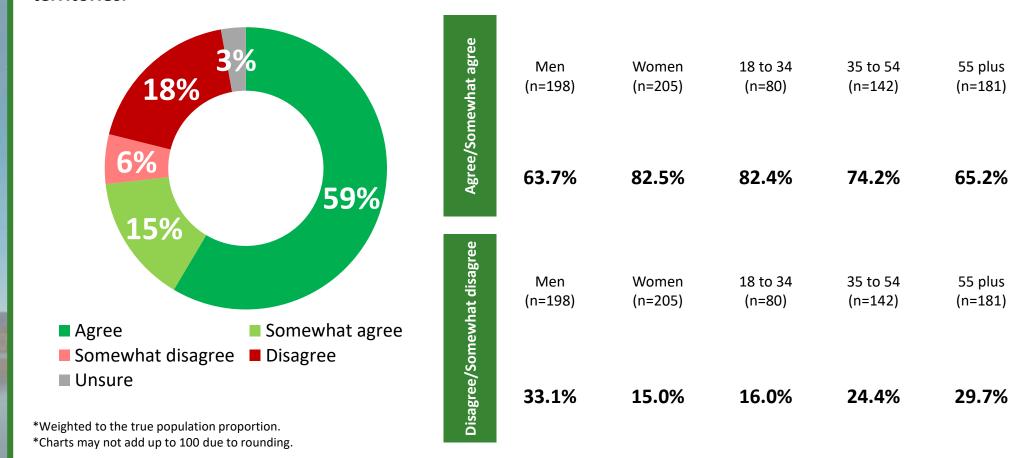




<sup>\*</sup>Charts may not add up to 100 due to rounding.

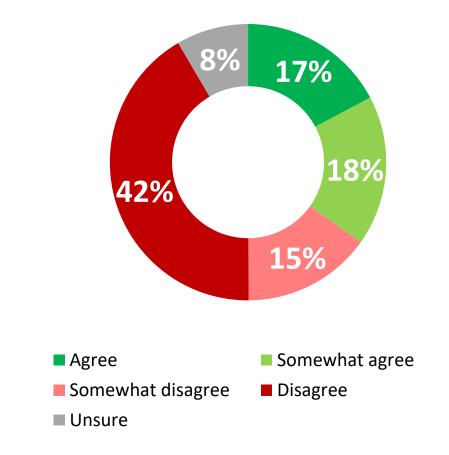
## Agreement for required approval from First Nation governments for new mines

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE] It should be required to get approval from First Nation governments before any new mines are approved on their territories.



Source: Nanos Research, RDD dual frame random telephone survey, August 7<sup>th</sup> to 21<sup>st</sup>, 2025, n=403 residents of Yukon, accurate 4.9 percentage points plus or minus, 19 times out of 20.





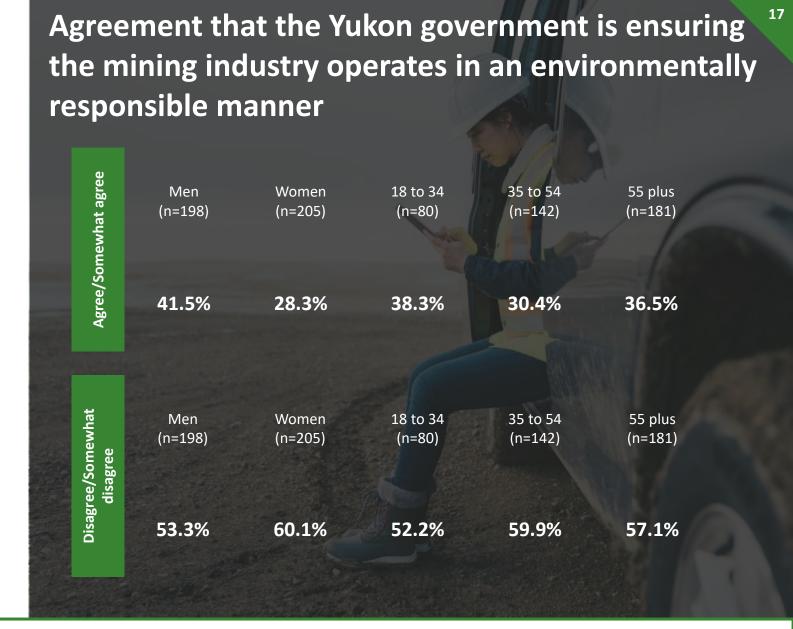
<sup>\*</sup>Weighted to the true population proportion.

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]

The Yukon government is doing enough to ensure the mining industry operates in an environmentally responsible manner.





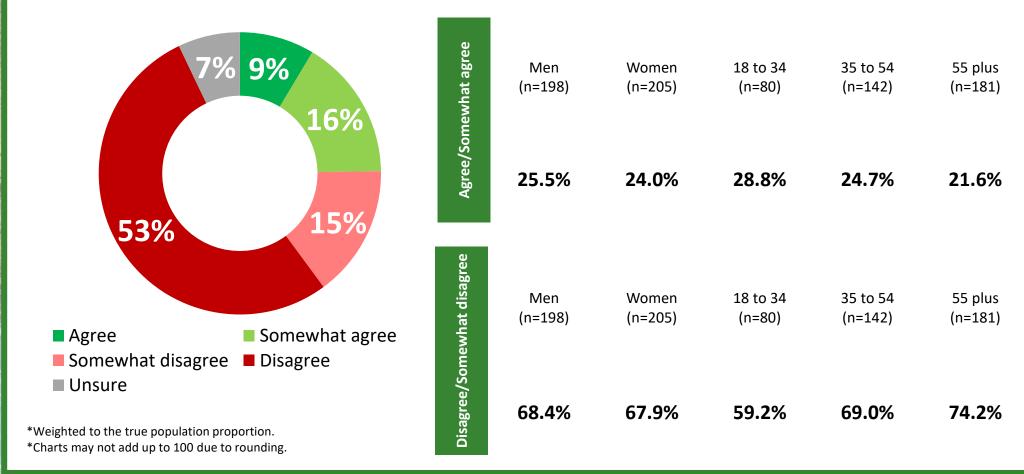


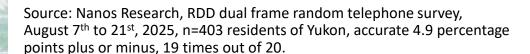
<sup>\*</sup>Charts may not add up to 100 due to rounding.

## Agreement that Yukon's mining sector has a good track record of environmental clean-up

Q – Do you agree, somewhat agree, somewhat disagree or disagree with the following statements: [RANDOMIZE]: **The mining sector in Yukon has a good track record of environmental clean-up.** 

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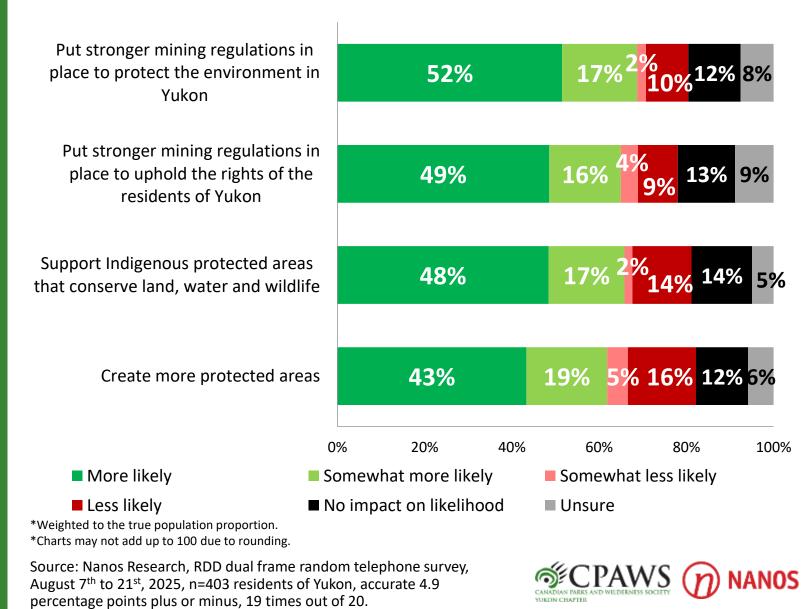




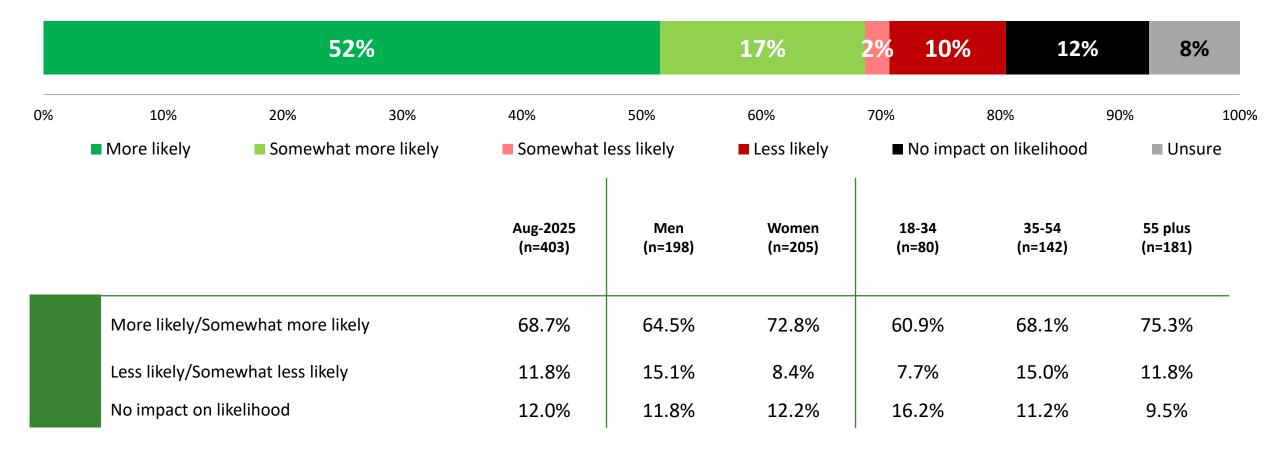
About one in two Yukon residents each says they would be outright more likely to support a territorial party in the upcoming election if that party committed to putting stronger mining regulations in place to protect the environment in Yukon (52% agree), put stronger mining regulations in place to uphold the rights of residents of Yukon (49% agree) and support Indigenous protected areas that conserve land, water and wildlife (48% agree).

Q – There will be a territorial election in 2025. Would you be more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your support a territorial party in the upcoming election if they committed to the following: [RANDOMIZE]

## Likelihood of supporting a territorial party committing to mining transformation



## Likelihood of voting for a party implementing stronger mining regulations for environmental reasons



<sup>\*</sup>Weighted to the true population proportion.

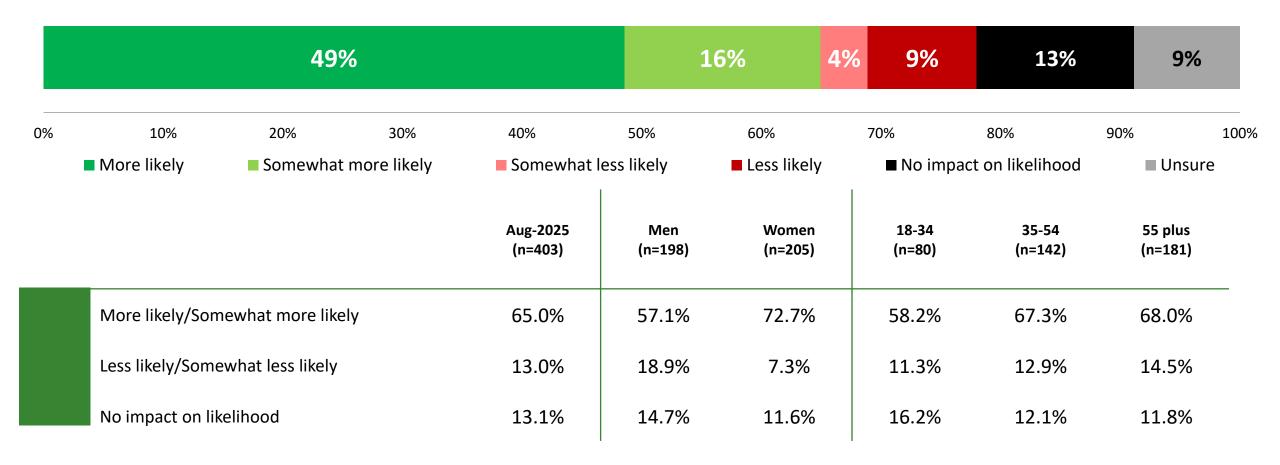
Q – There will be a territorial election in 2025. Would you be more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your support a territorial party in the upcoming election if they committed to the following: [RANDOMIZE] **Put stronger mining regulations in place to protect the environment in Yukon.** 





<sup>\*</sup>Charts may not add up to 100 due to rounding.

## Likelihood of voting for a party implementing stronger mining regulations for humanitarian reasons



<sup>\*</sup>Weighted to the true population proportion.

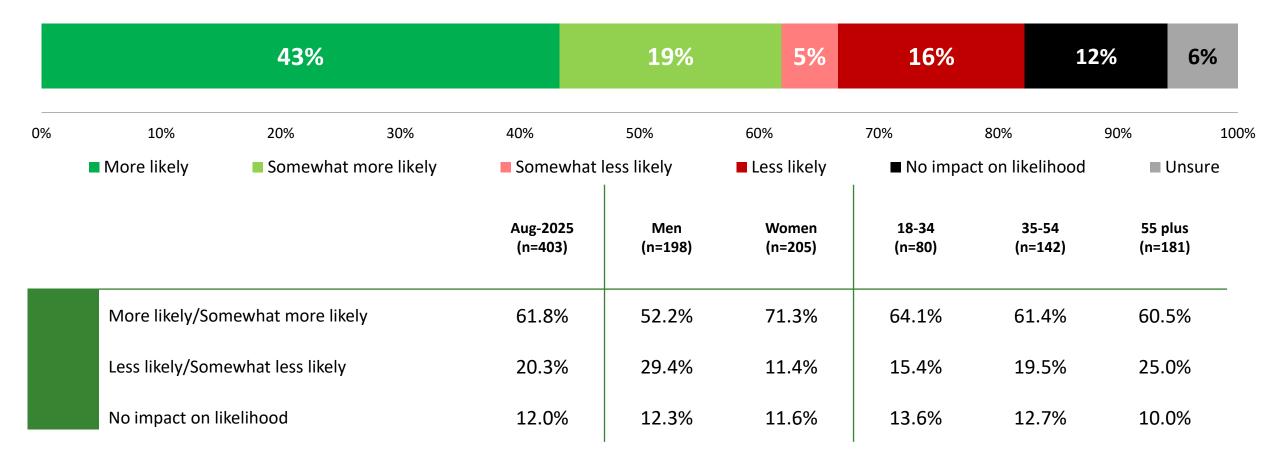
Q – There will be a territorial election in 2025. Would you be more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your support a territorial party in the upcoming election if they committed to the following [RANDOMIZE]: **Put stronger mining regulations in place to uphold the rights of the residents of Yukon.** 





<sup>\*</sup>Charts may not add up to 100 due to rounding.

#### Likelihood of voting for a party creating more protected areas



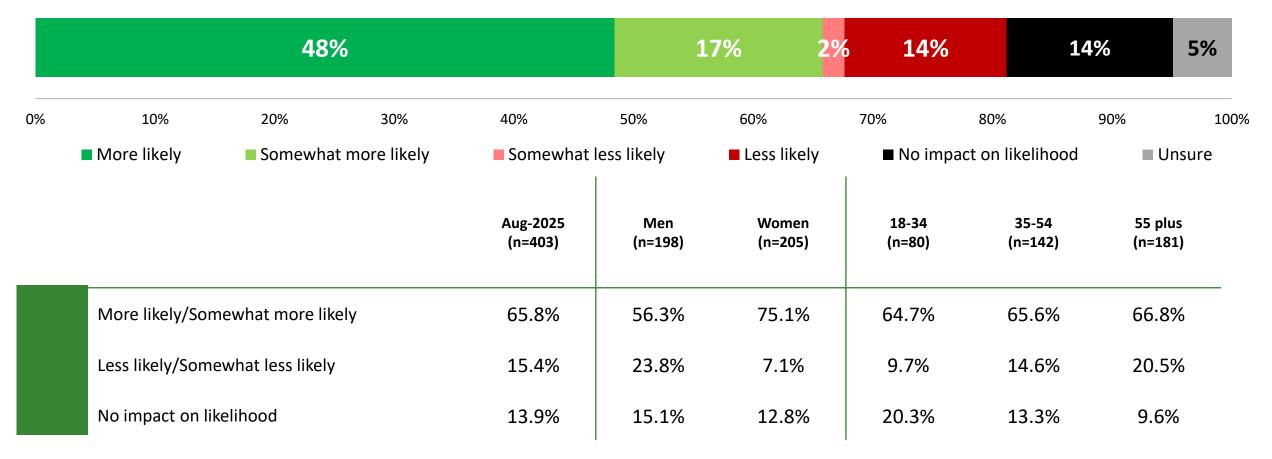
<sup>\*</sup>Weighted to the true population proportion.

Q – There will be a territorial election in 2025. Would you be more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your support a territorial party in the upcoming election if they committed to the following [RANDOMIZE]: **Create more protected areas.** 



<sup>\*</sup>Charts may not add up to 100 due to rounding.

#### Likelihood of voting for a party that support Indigenous protected areas



<sup>\*</sup>Weighted to the true population proportion.

Q – There will be a territorial election in 2025. Would you be more likely, somewhat more likely, somewhat less likely, less likely or have no impact on your support a territorial party in the upcoming election if they committed to the following [RANDOMIZE]: **Support Indigenous protected areas that conserve land, water and wildlife.** 

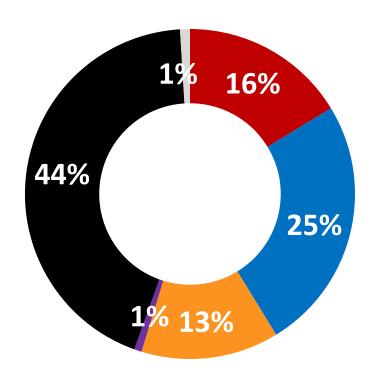




<sup>\*</sup>Charts may not add up to 100 due to rounding.

#### **Territorial vote preference**

Q – Thinking of territorial elections, which territorial party do you usually vote for: [RANDOMIZE]



■ Yukon Liberal Party

Yukon Party

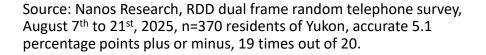
Yukon New Democratic Party

■ Yukon Freedom Party

■ I don't have a party I regularly vote for

Other

<sup>\*</sup>Charts may not add up to 100 due to rounding.









<sup>\*</sup>Weighted to the true population proportion.



Nanos conducted an RDD dual frame (land- and celllines) random telephone survey of 403 residents of Yukon, 18 years of age or older, between August 7<sup>th</sup> and 21<sup>st</sup>, 2025. Participants were randomly recruited by telephone using live agents and administered a survey.

Individuals were randomly called using random digit dialing with a maximum of five call backs.

The margin of error for a random survey of 403 residents of Yukon is  $\pm 4.9$  percentage points, 19 times out of 20.

The research was commissioned by CPAWS Yukon and was conducted by Nanos Research.

Full data tables with weighted and unweighted number of interviews is here: by age and gender.

Note: Charts may not add up to 100 due to rounding.

Element	Description	Element	Description	
Research sponsor	CPAWS Yukon	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Yukon. See tables for full weighting disclosure.	
Population and Final Sample Size	403 Randomly selected Yukon residents.			
Source of Sample	Dynata	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.	
Type of Sample	Probability		party prior to administering the survey to ensure the integrity of the data.	
Margin of Error	$\pm 4.9$ percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines.	
Mode of Survey	RDD dual frame (land- and cell-lines) random telephone survey	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Yukon.	
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Yukon.	Estimated Response	Six percent, consistent with industry norms.	
Demographics (Captured)	Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Rate  Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.	
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work.	Question Content	All questions asked are contained in the report.	
Number of Calls	Maximum of five call backs to those recruited.		The questions in the preceding report are written exactly as they were	
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Question Wording	asked to individuals.	
Field Dates	August 7 <sup>th</sup> to 21 <sup>st</sup> , 2025	Research/Data Collection Supplier	Nanos Research	
Language of Survey	The survey was conducted in English.		Contact Nanos Research for more information or with any concerns or questions.	
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.	Contact	http://www.nanos.co Telephone:(613) 234-4666 ext. 237 Email: info@nanosresearch.com.	
	https://canadianresearchinsightscouncil.ca/standards/	Data Tables	By age and gender: <u>2025-2849 CPAWS Yukon Tables - formatted</u>	



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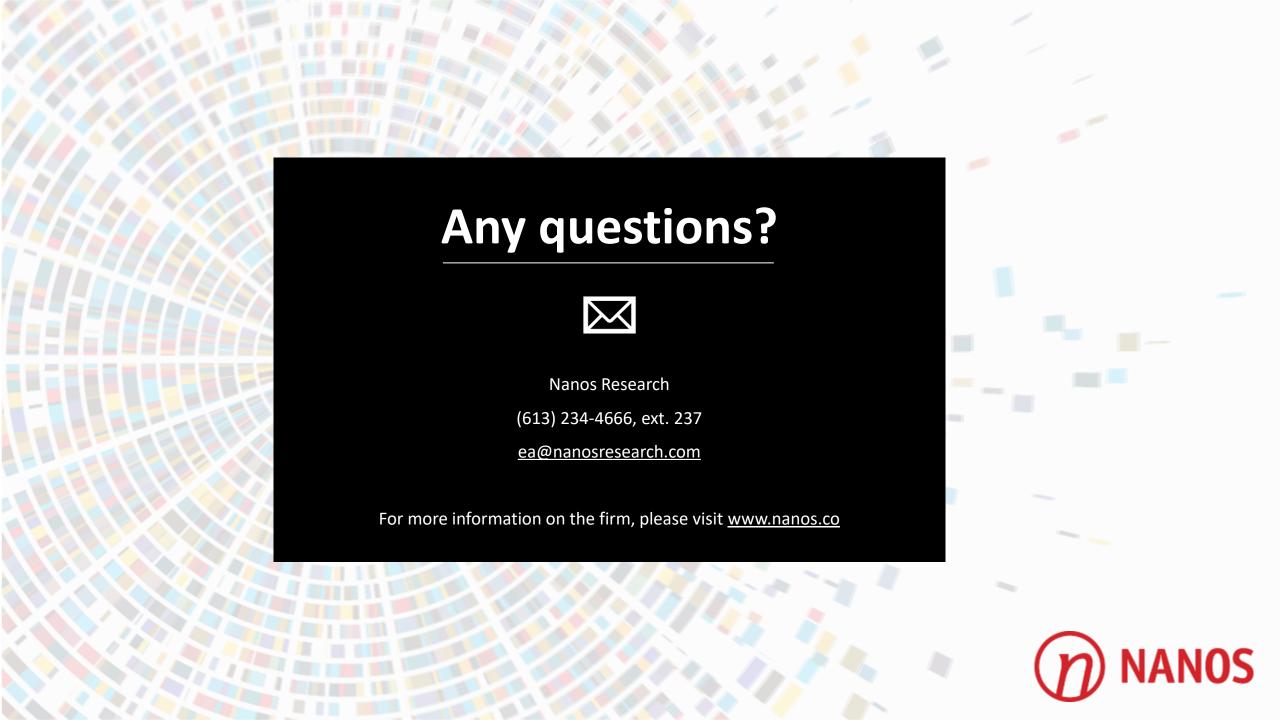
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This international joint venture between <u>dimap</u> and <u>Nanos</u> brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. www.nanosdimap.com

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