

People choose a party based on different factors. Thinking about your vote in the election, how important is each of the following factors to you? Please rank these factors from 1, for the “most important” to you, to 6 for the “least important” to you. - Ranked #1 listed



	Manitoba	GENDER		AGE			REGION		VOTE IN 2019 PROVINCIAL ELECTION			
		Male	Female	18-34	35-54	55+	Winnipeg	Rest of MB	PC	NDP	Liberal	Green
The party's leader	26%	29%	23%	21%	30%	25%	25%	27%	25%	25%	33%	15%
The party's candidate in the riding	7%	7%	6%	6%	8%	7%	6%	7%	9%	3%	10%	2%
The party's ideas and policies	23%	19%	26%	20%	17%	36%	20%	25%	25%	28%	17%	16%
Desire for stability	11%	11%	10%	6%	15%	11%	10%	11%	9%	10%	4%	28%
Desire for change	12%	13%	12%	13%	13%	10%	11%	14%	11%	15%	10%	15%
Disgust with other contending candidates	22%	20%	23%	34%	17%	11%	27%	16%	21%	19%	25%	24%

Results are based on an online study conducted from September 9 to September 11, 2019, among 400 adults who cast a ballot in the 2019 provincial election in Manitoba.

The data has been statistically weighted according to Canadian census figures for age, gender and region in Manitoba.

The margin of error—which measures sample variability—is plus or minus 4.0 percentage points, 19 times out of 20.