

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?



	Voters in 2023 Manitoba Provincial Election	GENDER		AGE			REGION		VOTE IN 2023 PROVINCIAL	
		Male	Female	18-34	35-54	55+	Winnipeg CMA	Rest of Manitoba	PC	NDP
<b>The party's leader</b>										
1 - Most important	11%	12%	10%	6%	11%	12%	11%	9%	10%	12%
2	17%	18%	16%	22%	15%	16%	19%	12%	14%	18%
3	19%	23%	15%	17%	20%	18%	16%	24%	16%	21%
4	24%	23%	25%	28%	27%	21%	25%	22%	27%	23%
5	18%	16%	20%	17%	12%	23%	16%	24%	19%	17%
6 - Least important	12%	9%	14%	10%	15%	10%	13%	9%	14%	10%
<b>The party's candidate in the riding</b>										
1 - Most important	9%	9%	9%	11%	6%	11%	9%	9%	9%	6%
2	11%	13%	8%	11%	11%	10%	7%	18%	13%	8%
3	18%	18%	17%	23%	14%	18%	19%	14%	22%	15%
4	20%	20%	20%	18%	17%	22%	19%	23%	21%	19%
5	28%	24%	32%	27%	36%	24%	30%	25%	27%	33%
6 - Least important	14%	15%	14%	11%	16%	14%	16%	12%	8%	19%
<b>The party's ideas and policies</b>										
1 - Most important	40%	42%	39%	44%	35%	43%	38%	45%	44%	40%
2	22%	22%	23%	25%	17%	25%	24%	19%	22%	23%
3	21%	19%	22%	21%	25%	18%	22%	19%	21%	19%
4	8%	8%	7%	3%	10%	8%	7%	9%	6%	7%
5	6%	6%	6%	6%	9%	4%	6%	4%	5%	6%
6 - Least important	3%	2%	4%	1%	5%	2%	3%	4%	2%	4%
<b>Desire for stability</b>										
1 - Most important	12%	13%	11%	17%	12%	10%	11%	13%	19%	6%
2	23%	20%	25%	17%	30%	20%	23%	21%	32%	16%
3	19%	19%	19%	20%	17%	20%	18%	22%	18%	19%
4	19%	20%	18%	20%	12%	24%	18%	21%	18%	21%
5	14%	16%	13%	16%	15%	13%	14%	14%	9%	19%
6 - Least important	14%	13%	14%	10%	15%	14%	15%	10%	4%	19%
<b>Desire for change</b>										
1 - Most important	22%	21%	23%	26%	32%	13%	23%	19%	11%	33%
2	21%	16%	24%	27%	19%	19%	18%	26%	10%	29%
3	17%	15%	18%	24%	15%	15%	17%	17%	13%	18%
4	11%	10%	11%	8%	11%	11%	11%	10%	9%	11%
5	14%	17%	11%	4%	10%	20%	14%	12%	21%	6%
6 - Least important	16%	21%	13%	10%	14%	20%	16%	15%	35%	2%
<b>Disgust with other contending candidates</b>										
1 - Most important	11%	7%	14%	10%	9%	13%	12%	10%	10%	8%
2	13%	15%	11%	15%	14%	11%	14%	10%	11%	13%
3	13%	11%	15%	12%	17%	11%	14%	11%	13%	15%
4	14%	14%	13%	8%	17%	13%	16%	9%	17%	11%
5	15%	18%	12%	14%	14%	15%	14%	16%	16%	13%
6 - Least important	35%	35%	35%	42%	29%	37%	31%	44%	32%	39%

Which of the following best describes your vote in this election?



	Voters in 2023 Manitoba Provincial Election	GENDER		AGE			REGION		VOTE IN 2023 PROVINCIAL	
		Male	Female	18-34	35-54	55+	Winnipeg CMA	Rest of Manitoba	PC	NDP
I'm voting for a candidate or party I like	74%	73%	74%	77%	76%	71%	75%	69%	75%	74%
I'm voting against a candidate or party I dislike	26%	27%	26%	23%	24%	29%	25%	31%	25%	26%
I'm voting to support policies I like	72%	77%	68%	62%	77%	72%	70%	75%	73%	72%
I'm voting to avoid policies I dislike	28%	23%	32%	38%	23%	28%	30%	25%	27%	28%
Manitoba will be in a good place, regardless of who wins this election	34%	39%	30%	39%	36%	31%	33%	37%	32%	33%
Manitoba will be in a bad place if a specific party wins this election	66%	61%	70%	61%	64%	69%	67%	63%	68%	67%

All things considered, do you agree or disagree with each of the following statements?



	Voters in 2023 Manitoba Provincial Election	GENDER		AGE			REGION		VOTE IN 2023 PROVINCIAL	
		Male	Female	18-34	35-54	55+	Winnipeg CMA	Rest of Manitoba	PC	NDP
<b><i>It is time for a change of government in Manitoba</i></b>										
Strongly agree	52%	49%	55%	53%	55%	51%	50%	58%	29%	82%
Moderately agree	17%	15%	18%	28%	20%	10%	16%	18%	8%	12%
Moderately disagree	13%	16%	10%	10%	12%	15%	14%	9%	27%	1%
Strongly disagree	13%	15%	11%	4%	8%	19%	14%	9%	31%	0%
Not sure	5%	5%	6%	5%	6%	5%	5%	6%	5%	5%
<b><i>I would be very upset if the NDP forms the government again in Manitoba</i></b>										
Strongly agree	25%	30%	21%	17%	20%	31%	22%	26%	55%	4%
Moderately agree	15%	17%	14%	22%	21%	9%	12%	16%	18%	6%
Moderately disagree	15%	12%	18%	17%	18%	13%	20%	13%	12%	13%
Strongly disagree	33%	33%	33%	24%	26%	40%	33%	33%	10%	72%
Not sure	11%	10%	13%	20%	15%	6%	12%	11%	5%	5%