

The
Free Press

Winnipeg Mayoral Race Voting Preferences

September 2026 Omnibus

PROBE Research

An Abacus Data company



Key Findings

The mayoral race is highly unsettled – but incumbent Scott Gillingham remains in the strongest position. As the municipal election ramps up, more than one-half of city voters do not know which mayoral candidate they will choose on October 28. Among those with a preference, incumbent mayor Scott Gillingham holds a strong lead, with former councillor and MLA Kevin Klein garnering the next highest level of support (55% of decided voters favour Gillingham compared to 23% for Klein). Mike Vogiatzakis has the highest level of support among other candidates (11% of decided voters), with the remaining candidates on the ballot each garnering 1% of the vote or less.

At this stage, Gillingham appears to stand a high chance of being re-elected. However, the fact so many Winnipeggers remain undecided suggests voters do not have a great deal of enthusiasm yet for either the incumbent mayor or those challenging him.

Most decided voters do not have a clear second choice. Two-thirds of those with a preference for mayor cannot identify a second choice. This is especially the case for those backing Scott Gillingham. Kevin Klein and Mike Vogiatzakis are the second choices for about one in 10 decided voters, with a high share of Klein supporters indicating Vogiatzakis is their next-preferred option.

Two-thirds of Winnipeggers indicate they are very likely to vote. However, this is often an overstated figure. More than eight in 10 Gillingham supporters and nine in 10 of those who back Klein indicate they are very likely to cast a ballot on October 28. Those who do not have a preferred mayoral candidate in mind are much less certain about voting.

These results indicate voters remain disengaged. While no incumbent mayor has lost a bid for re-election since the 1950s – and Scott Gillingham appears poised to continue the streak of first-term mayors winning their re-election bids – the overall fundamentals of the race and the mindset of Winnipeg voters suggest this race is by no means a done deal.

Methodology

Abacus Data (previously Probe Research) surveyed a random and representative sample of 600 Winnipeg adults between August 28 and September 14, 2026.

Respondents were contacted using four different methods. The sample includes 274 Winnipeg residents randomly recruited via live-agent operator, 98 randomly recruited via text message/SMS, 104 randomly recruited via Interactive Voice Response (IVR) and 124 members of Probe Research's online panel. All respondents completed the survey using an online platform.

Abacus reached out to Winnipeggers through modified random digit dialing, including both landline and wireless numbers. This ensured all Manitoba adults had an equal opportunity to participate in this survey.

With a sample of 600, one can say with 95 per cent certainty that the results are within ± 4.0 percentage points of what they would have been if the entire adult population of Winnipeg had been surveyed. The margin of error is higher within each of the survey's population sub-groups.

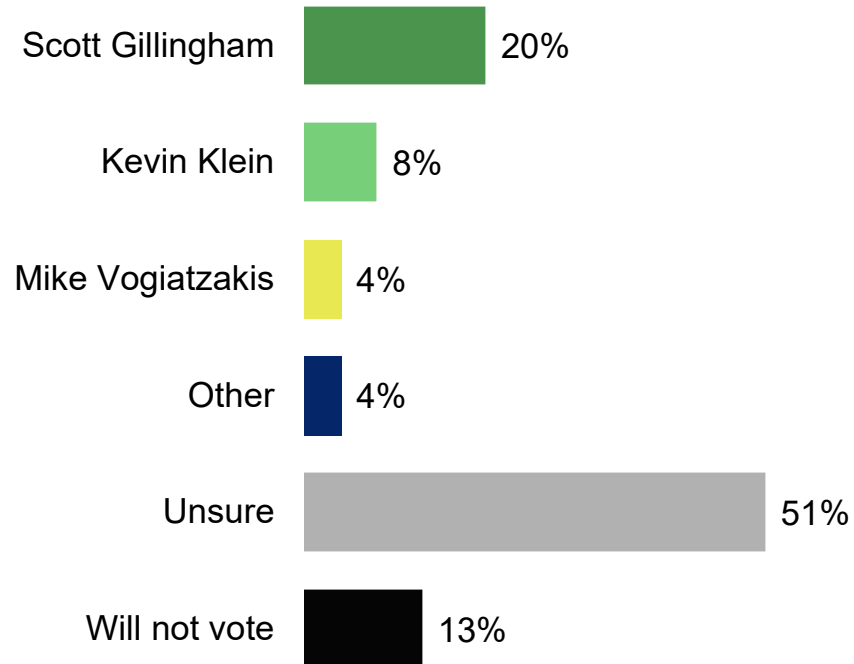
The sample has been weighted slightly by age, gender, region and educational attainment so it properly reflects the city's population, based on Census data. SPSS software was used to conduct all statistical analysis.

About the Manitoba Omnibus

For nearly 30 years, Probe Research (now Abacus Data) has conducted quarterly omnibus surveys of random and representative samples of Manitoba adults. These surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on many different social, cultural and public policy topics. The Manitoba Omnibus Survey is the province's largest and most trusted general population survey.

The survey was designed by Abacus Data in close consultation with the Winnipeg Free Press.

Gillingham leads the field, but many Winnipeg voters remain undecided



FP2. If the municipal election was held tomorrow, which of the following candidates for mayor of Winnipeg would you vote for? (Base: All Winnipeg respondents, N=600)

*Candidates who filed while the survey was in field were not included on the ballot.

Net Support Among Decided Voters



55%
Scott
Gillingham



23%
Kevin
Klein



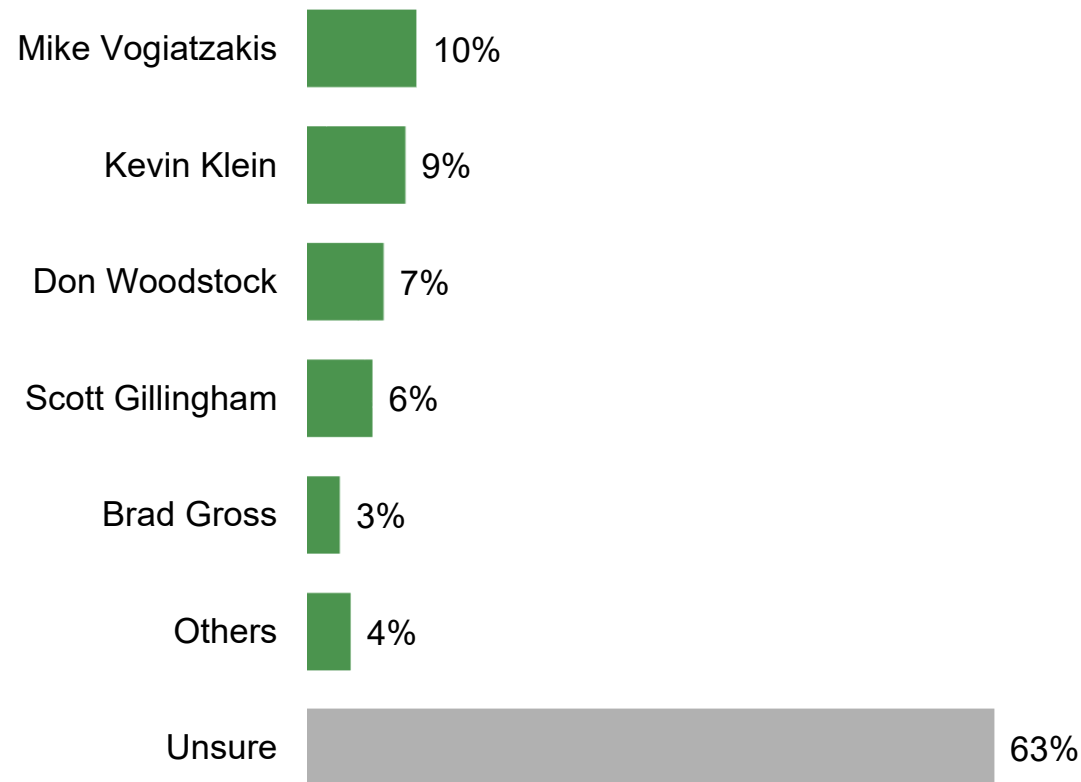
11%
Mike
Vogiatzakis

11%
Others

Other candidates* (4% total, 11% of decided voters)

Noah Redden	4%
Johnny Calderon	2%
Brad Gross	1%
Don Woodstock	1%
Umar Hayat	1%
Christopher Clacio	1%
Mazher Alam	<1%

Six in 10 decided voters do not have a second choice; Vogiatzakis, Klein top this backup list



68%
of Scott Gillingham supporters do
not have a second choice

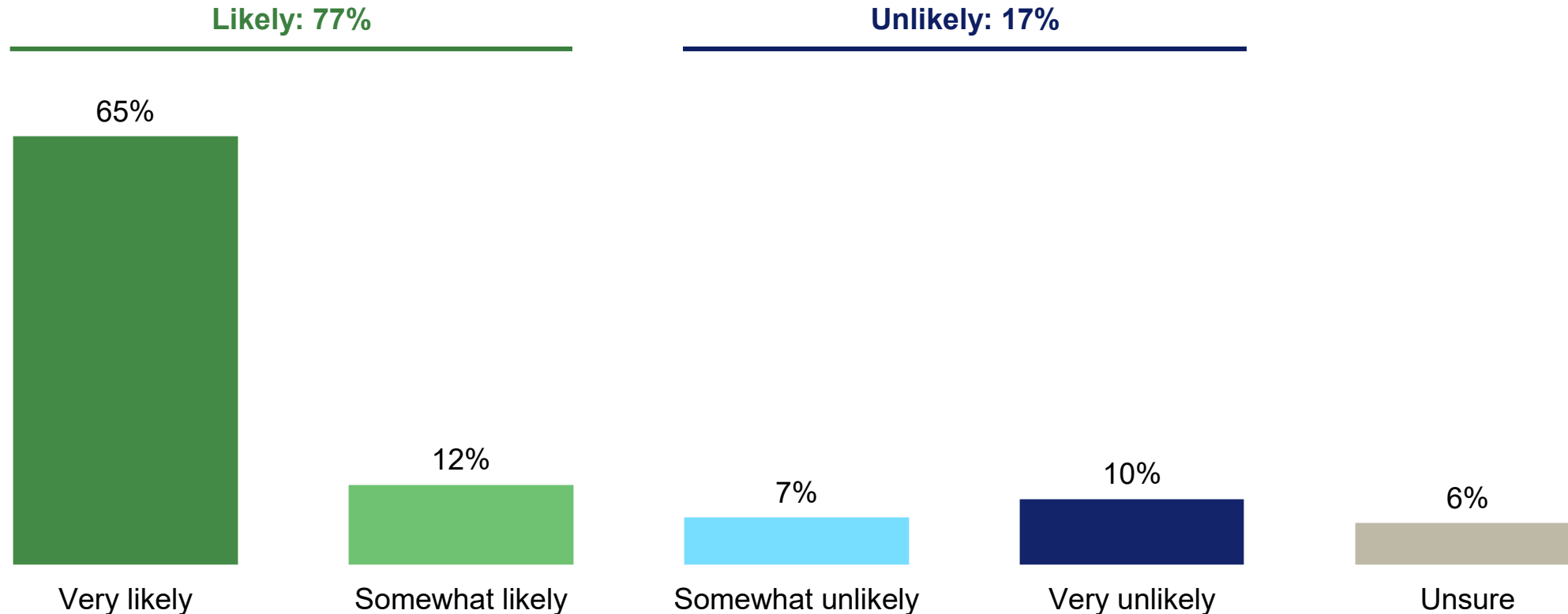


26%
of Kevin Klein voters indicate Mike
Vogiatzakis is their second choice

FP2a. Which of these candidates is your second choice? (Base: Decided voters, n=266)

*Candidates who filed while the survey was in field were not included on the ballot.

Two-thirds indicate they are very likely to vote in the October municipal election



FP1. There is a municipal election taking place in Winnipeg on October 28. How likely are you to vote in this election? (Base: All Winnipeg respondents, N=600)

Contact:

Curtis Brown, Vice-President and Managing Partner

204-894-3298

Curtis@AbacusData.ca

PROBE Research

An Abacus Data company