

Winnipeg Mayoral Race Voting Preferences

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Key Findings

The appetite for change in Winnipeg and the momentum behind a surging candidate has shaken up the city's mayoral race. But at the end of the day, incumbent mayor Scott Gillingham still looks poised to be re-elected on Oct. 28.

Seven in ten Winnipeggers say it's time for an overall change at City Hall. Asked specifically about whether Scott Gillingham is being re-elected, six in ten say it's time to give someone else a chance to lead the city, and only one-third believe he deserves re-election.

Despite this, Gillingham leads – but his advantage over the mayoral field has eroded during the past month. Among decided voters, Gillingham has 36 per cent support, down from 55 per cent among decided voters in September. Kevin Klein holds 19 per cent, also down slightly from last month. Noah Redden, meanwhile, has made the biggest move in the race – he currently has 14 per cent support, up from 4% in September. Mike Vogiatzakis has the same level of support as Redden, with his support also increasing but to a lesser degree (14%, +3% vs. September). All other candidates combined have 17 per cent. Across all residents, one in five are unsure of which candidate to support.

Redden appears to have garnered support that was previously parked with Gillingham, with one in five Redden voters indicating Gillingham is their second choice. There is also a lot of overlap between Klein and Vogiatzakis voters, as more than half of Vogiatzakis supporters have Klein as their second choice.

A large share of voters are still not fully locked into their choice. Six in ten decided voters say they're very certain of their choice, with one-third somewhat certain and six per cent saying there is a good chance they could change their mind. About two-thirds of Klein, Gillingham and Vogiatzakis supporters are zeroed in on their pick for mayor. Redden's support is somewhat softer, as only about one-half are absolutely certain they will vote for him.

A majority of residents expect Gillingham will win. More than one-half (52%) expect Gillingham to be re-elected on October 28, with three in ten expecting another candidate to win. Notably, three-quarters of Redden's own supporters expect a Gillingham victory. About nine in ten Gillingham supporters expect their candidate to triumph.

Homelessness and crime dominate the agenda, with each camp prioritizing different issues. Addressing homelessness and addiction (43% ranked it in their top three) and reducing crime (41%) are by far the top concerns for Winnipeggers, followed by improving streets and roads (19%) and public transit (18%). Redden supporters are most focused on homelessness and transit, while Klein and Vogiatzakis supporters are most likely to be focused on crime and low property taxes.

The Upshot

Winnipeggers want change at City Hall, but one specific candidate has not been able to harness this desire. This ultimately plays to Gillingham's advantage.

Redden's increase in popularity speaks to his candidacy appealing to Winnipeggers who were either undecided, or who had been parking their support with Gillingham without being overly enthusiastic about his candidacy. While Redden has some momentum, his support is relatively soft and concentrated among younger Winnipeggers who tend to be less likely to vote.

Klein's growth appears to be stalled, as Vogiatzakis' enduring support among Winnipeggers frustrated with crime and property taxes may have blunted the momentum he needed to consolidate this voter pool and challenge Gillingham.

In the final week, the race looks like Gillingham's to lose unless the change vote consolidates behind a single challenger.



Methodology

This survey was conducted online with n=685 Winnipeg residents (age 18+) from October 16 to 22, 2026. Respondents were recruited from an online panel (488 respondents), as well as via text message (197 respondents). All respondents completed the survey online.

No margin of error can be ascribed. The margin of error for a comparable probability-based random sample of the same size is +/- 3.7%, 19 times out of 20.

The data was weighted according to census data to ensure that the sample matched Winnipeg's population according to age, gender, educational attainment, and region.

Totals may not add up to 100% due to rounding. Results of <2% are now shown in the report.





Which of the following two statements comes closest to your view, even if neither is perfect?

Seven in 10 Winnipeg residents believe it is time for a change at City Hall

The current mayor and city council are not improving Winnipeg. It's time for a change

70%

Winnipeg is improving and making progress thanks to the current mayor and council

30%

The time for a change sentiment is highest among:

- Those in northeast Winnipeg (84% vs. 62% in the core).
- Those under the age of 55 (76% 18-34 and 75% 35-54 vs. 60% 55+).
- Those supporting other mayoral candidates (94%-97%, compared to even 20% of Scott Gillingham supporters).

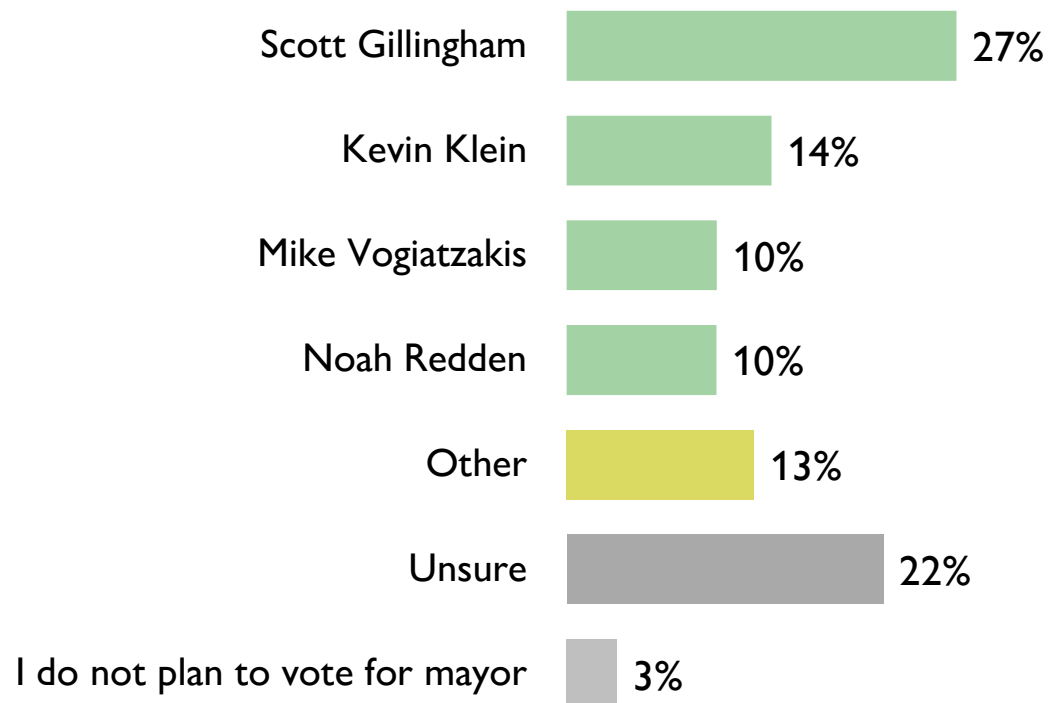
Base: Winnipeg adults, n=685





If the municipal election was held tomorrow, which of the following candidates for mayor of Winnipeg would you vote for?

Scott Gillingham still leads among decided voters, but Noah Redden has surged into a tie for third place



Support Among Decided Voters



36% (-19*)
Scott Gillingham



19% (-4)
Kevin Klein



14% (+10)
Noah Redden



14% (+3)
Mike Vogiatzakis

Other candidates (13% total, 17% of decided voters)

Johnny Calderon	7% (+5)
Umar Hayat	4% (+3)
Don Woodstock	2% (+1)
Tracey Drexler	2% (+1)
Joshua Pagdato	1% (+1)
Christopher Clacio	1% (-)
Mazher Alam	1% (-)
Brad Gross	1% (-)

*% change among decided voters versus Sept. 2026

Base: Winnipeg adults, n=685





And which of these candidates is your second choice?

Evaluating second choices: a high number of Klein supporters would choose Vogiatzakis as their second choice



56%

of Vogiatzakis supporters have Klein as their second choice, but ...



25%

of Gillingham supporters have Klein as their second choice



29%

of Klein supporters have Vogiatzakis as their second choice (30% are unsure)



18%

of Redden supporters have Gillingham as their second choice

32%

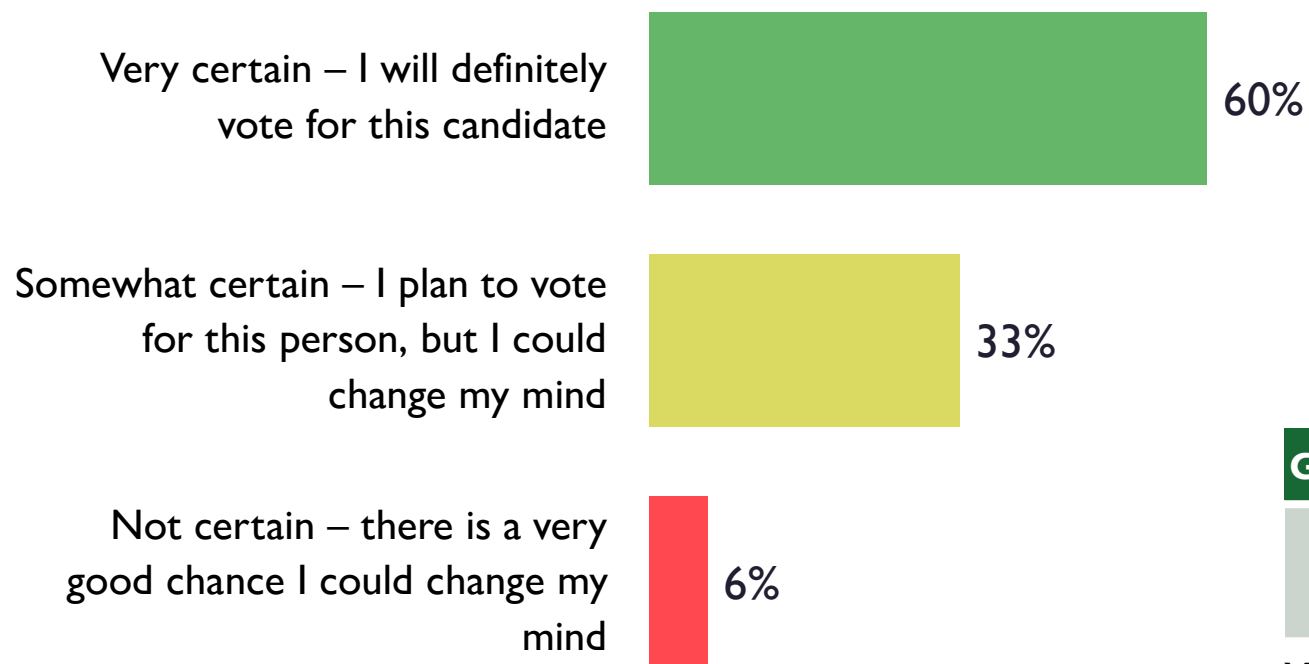
of Scott Gillingham supporters are unsure of a second choice (30% unsure among Klein supporters and 49% unsure among Redden supporters)

Base: Winnipeg voters with a mayoral candidate preference, n=527



How certain are you that you will vote for _____?

Six in ten Winnipeg residents are certain in their vote; Klein voters are the most locked-in



% very certain, by candidate



Gillingham	Klein	Vogiatzakis	Redden	Others
65%	68%	67%	52%	42%

Younger adults are much less certain about their choice (45% very certain versus 70% among those aged 55+).

Base: Winnipeg voters with a mayoral candidate preference, n=527





Thinking of Scott Gillingham's time as mayor so far, which statement comes closest to your view?

One-third of Winnipeggers think Scott Gillingham should be re-elected. Six in ten believe it's time for someone else to lead the city.

He definitely deserves to be re-elected

9%

He probably deserves to be re-elected

25%

34%

It's probably time to give someone else a chance

26%

It's definitely time to give someone else a chance

32%

58%

Unsure

8%



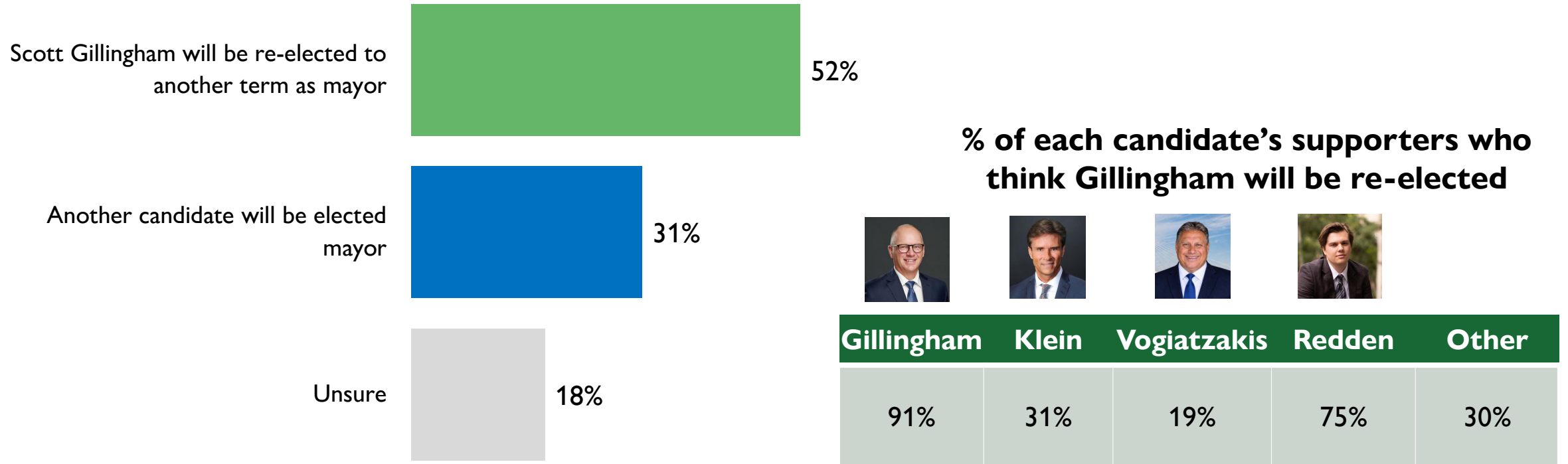
Base: Winnipeg adults, n=685





What do you think will happen in the mayoral race on October 28?

... but a majority of Winnipeggers expect Gillingham will be re-elected Wednesday



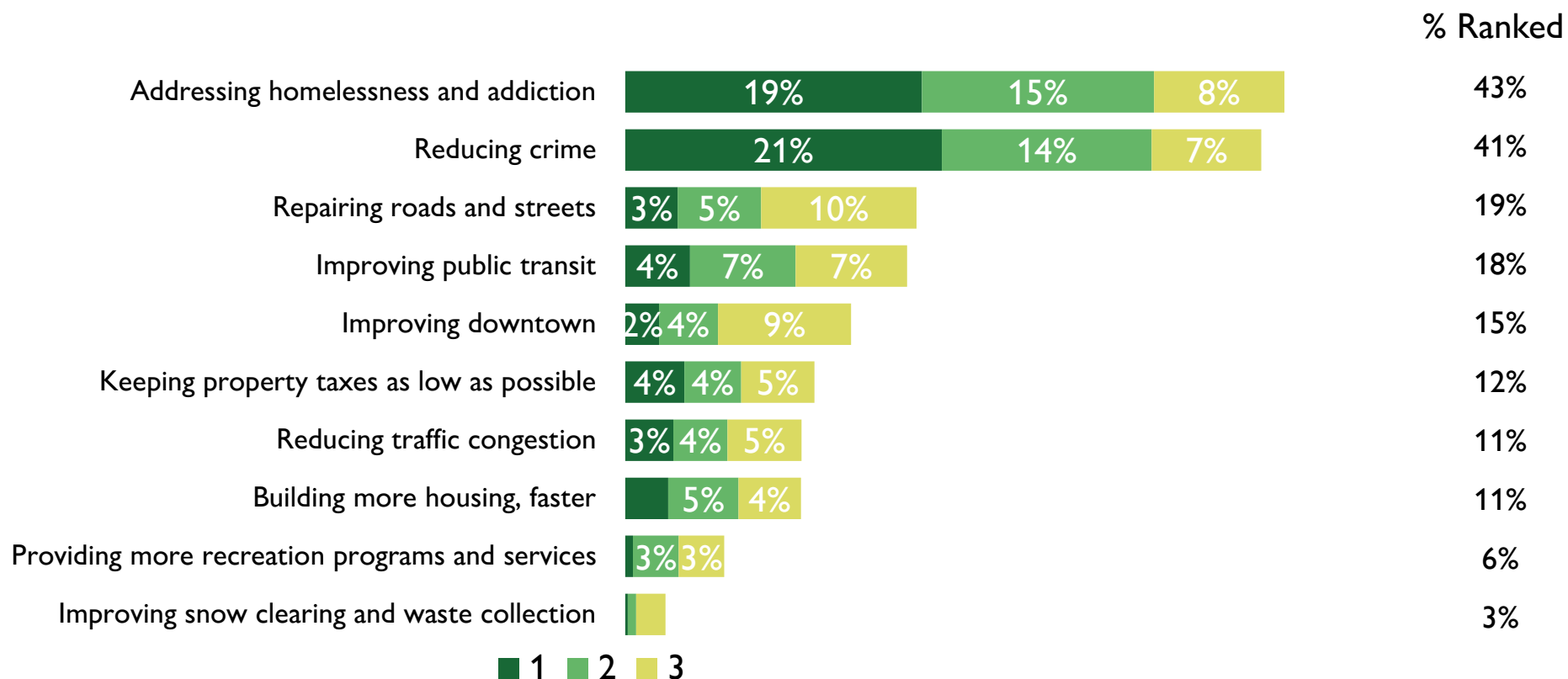
Base: Winnipeg adults, n=685





Which of the following do you think should be the top priority for Winnipeg's next mayor and city council to address? Please pick your TOP THREE in order.

Addressing homeless and addiction, reducing crime stand out as Winnipeggers' top priorities for the next mayor and council to address



Base: Winnipeg adults, n=685





Which of the following do you think should be the top priority for Winnipeg's next mayor and city council to address? Please pick your TOP THREE in order.

Klein and Vogiatzakis voters stand out for ranking reducing crime and keeping property taxes low as their top priorities

% Ranked	TOTAL	AGE			WINNIPEG MAYOR CHOICE					PROVINCIAL VOTE INTENT		
		18 - 34	35 - 54	55 +	Gillingham	Klein	Vogiatzakis	Redden	Other	NDP	PC	Other
Addressing homelessness and addiction	43%	52%	42%	36%	72%	59%	49%	90%	67%	53%	22%	49%
Reducing crime	41%	41%	41%	41%	67%	80%	93%	32%	77%	40%	37%	55%
Repairing roads and streets	19%	9%	21%	25%	32%	37%	58%	12%	34%	18%	15%	13%
Improving public transit	18%	19%	20%	16%	26%	29%	9%	72%	21%	25%	7%	13%
Improving downtown	15%	17%	11%	16%	28%	20%	25%	20%	25%	18%	12%	18%
Keeping property taxes as low as possible	12%	10%	13%	13%	12%	33%	23%	1%	25%	9%	15%	8%
Reducing traffic congestion	11%	9%	13%	12%	20%	17%	34%	7%	24%	9%	8%	17%
Building more housing, faster	11%	17%	11%	8%	31%	7%	3%	30%	12%	16%	5%	12%
Providing more recreation programs and services	6%	8%	8%	4%	10%	6%	5%	31%	8%	10%	2%	7%
Improving snow clearing and waste collection	3%	4%	2%	2%	2%	10%	2%	5%	6%	2%	2%	7%

[Those living in Winnipeg] n=685



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