CANADA PULSE INSIGHTS

FOR IMMEDIATE RELEASE

The Vancouver and Surrey Polling and Election Results

Toronto, Canada, October 18, 2026 – Toronto, Canada, October 18, 2026 – Canada Pulse Insights today provided perspectives into its polling releases and the final outcomes of the 2026 municipal elections in Vancouver and Surrey.

Owning the poll results

“Many elections are won and lost on the ground during the final days, and what we witnessed yesterday was a textbook case of an electorate collectively deciding to eliminate the noise of a splintered field,” said John Wright, CEO of Canada Pulse Insights.

“Vancouver data collection concluded on October 6, and Surrey data collection wrapped up on October 9, ahead of election day on October 17. In our analysis, we tracked strong anti-incumbent sentiment and commented on the possibility that support among opposition and undecided voters could coalesce in a late surge. That sentiment mobilized. Shifts in support among backers of secondary candidates and initially undecided voters—including those expressing tentative leanings—amid record-breaking advance turnout are proof that when voters are determined to see change, they will strategically align at the ballot box to ensure it happens.”

“While the election outcomes did not align with the levels of candidate support recorded in our polls, based on data collected more than a week before election day, we own what we created and released and what we said, including the caveats about what may have been in the offing. We take responsibility for the findings we published and for how we communicated them, including their timing and limitations,” he said.

Insights from the polling compared with election outcomes

With our Vancouver data collection concluding on October 6 and our Surrey data collection wrapping up on October 9, our models captured a highly fractured electorate before a massive wave of strategic voting took hold. Increased advance turnout and shifts in support among backers of other candidates likely helped consolidate support behind Pete Fry in Vancouver and Doug McCallum in Surrey.

In Surrey, the poll found that one in six (16%) residents were initially undecided, with half identifying a candidate when asked whether they were leaning toward anyone. These voters, residents dissatisfied with the incumbent administration—68% said the mayor and council were out of touch—and supporters drawn from a fragmented opposition field represented overlapping potential sources of support for McCallum. The poll described Locke as headed for apparent re-election “barring a major shift in voter support from a splintered opponent field”—a possibility that McCallum’s campaign team and ground game clearly brought to fruition, securing a decisive victory on election night.

Similarly, the firm described a “dead heat” in its Vancouver release, stating that the “undecided voter pool could swing the final outcome a little or a lot” and warning that a challenger victory would depend heavily on “the Greens’ ground game with the collapse of the splintered vote.” The mobilization and consolidation of anti-incumbent support produced decisive outcomes in Surrey and in the closely matched race recorded in Vancouver.

Public opinion polls are fundamentally designed to capture a snapshot in time, and our early-October data reflected a highly fluid electorate defined by deeply fractured opposition slates and a strong underlying desire for change.

The final ballot tallies demonstrate what the polling releases and commentary for both Vancouver and Surrey identified as a possibility: opposition support could consolidate sufficiently behind a challenger to change the outcome, even without the entire opposition field uniting. It's now apparent that this consolidation, combined with increased voter participation, shifted the political landscape in the days leading up to the elections on October 17, 2026.

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