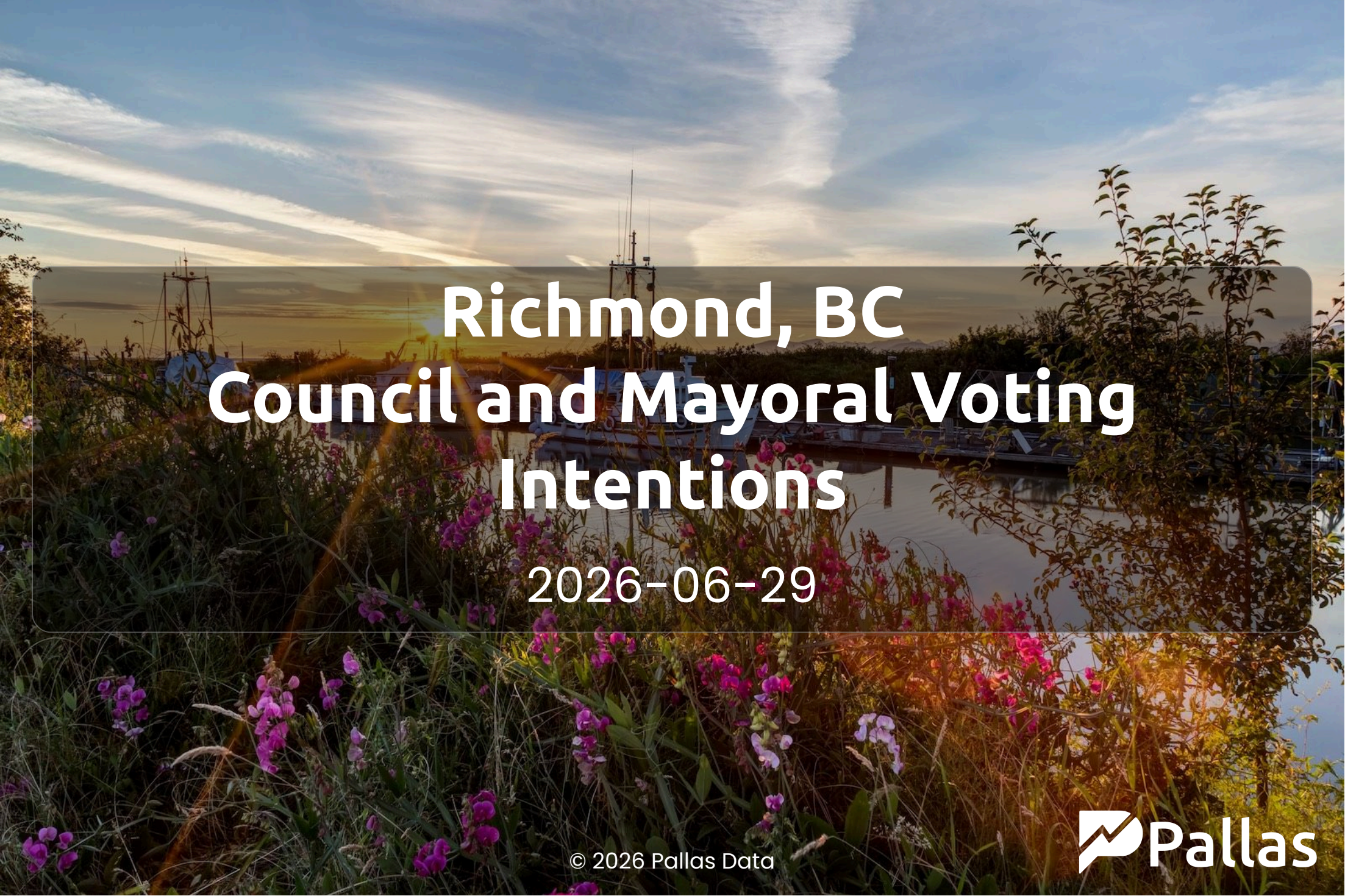




# Richmond, BC Council and Mayoral Voting Intentions

2026-06-29

# About Pallas Data

Pallas Data is a market research firm based in Toronto, ON. We are experienced researchers and data experts committed to delivering the best value to our clients by leveraging the highest industry standards and our leading expertise. Our mission is to harness data to empower our clients with accurate and actionable insights and analysis, enabling them to make informed decisions that drive growth and maximize their competitive advantage.

Pallas Data is a member of the Canadian Research and Insights Council (CRIC). CRIC is Canada's voice of the Research, Insights and Analytics profession and represents the highest standards, ethics and best practices.

**For more information, please contact:**

Dr. Joseph Angolano, founder and CEO

**Email:** [joseph@pallas-data.ca](mailto:joseph@pallas-data.ca)

**Telephone:** (647)-894-1552

# Methodology

The analysis in this report is based on results of a survey conducted on June 24–28th, 2026 among a sample of 304 adults, 18 years of age or older, living in Richmond, BC and are eligible to vote in municipal elections. The survey was conducted using automated telephone interviews using Interactive Voice Recording technology (IVR). Respondents were interviewed on landlines and cellular phones. The sample was weighted by age, gender, and region according to the 2021 Census. The survey is intended to represent the adult population in Richmond, BC.

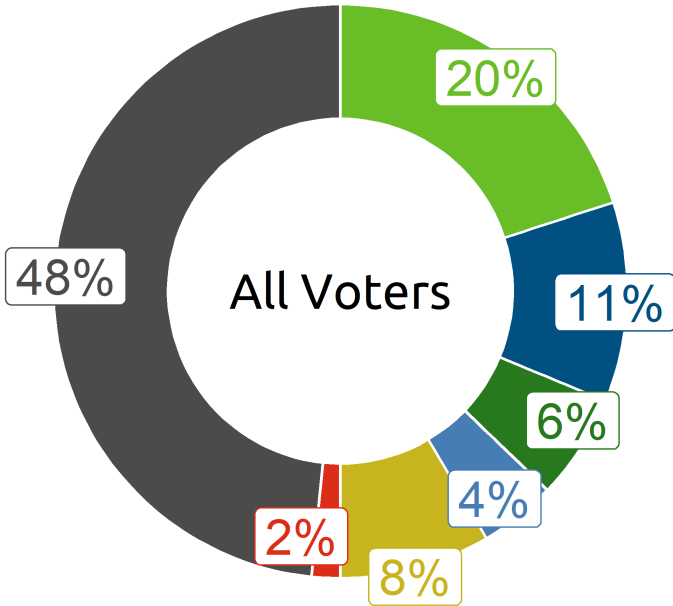
This poll was commissioned by the Conservative Electors Association.

The margin of error for the poll is  $\pm 5.6\%$ , at the 95% confidence level. Margins of error are higher in each subsample.

Totals may not add up to 100% due to rounding.

# Mayoral Voting Intentions

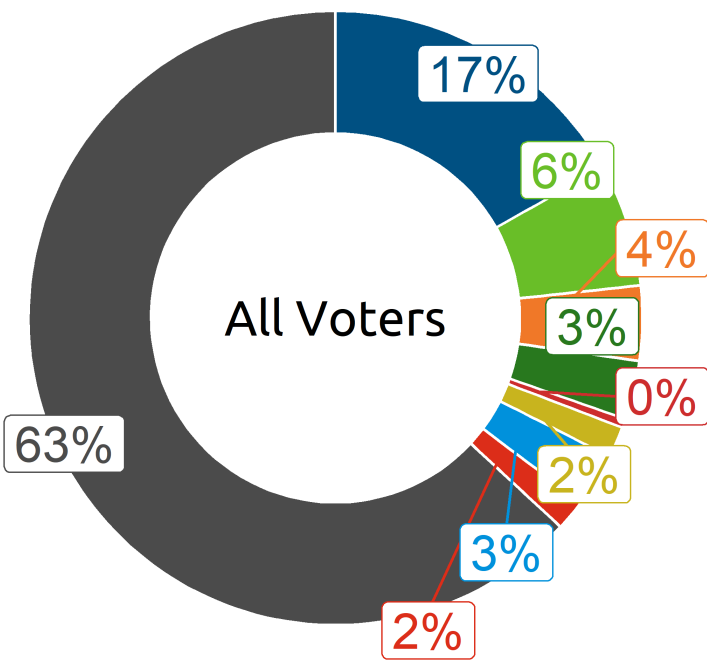
If a municipal election were held tomorrow, which of the following candidates for Mayor of Richmond would you vote for?



- Response
- |                                                                                                                |                                                                                                                     |                                                                                                                    |                                                                                                                 |
|----------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------|
|  Kash Heed, Independent     |  Sheldon Starrett, Conservative  |  Rob Howard, Richmond Forward |  Mei Kang, Action Richmond |
|  Alexa Loo, Richmond Strong |  Dickens Cheung, We Are Richmond |  Undecided                    |                                                                                                                 |

# Council Voting Intentions

And which team of City Councillor candidates would you be most likely to vote for?



- Response
- Conservative
  - RITE
  - RCA
  - Richmond Forward
  - Richmond United
  - Richmond Strong
  - Advance Richmond
  - We Are Richmond
  - Other / Not sure / Prefer not to say

# Tables

If a municipal election were held tomorrow, which of the following candidates for Mayor of Richmond would you vote for? [1]

|                                 | Total | Gender |        | Age   |       |       |       |
|---------------------------------|-------|--------|--------|-------|-------|-------|-------|
|                                 |       | Male   | Female | 18-34 | 35-49 | 50-64 | 65+   |
| Kash Heed, Independent          | 20%   | 23.4%  | 16.8%  | 22.7% | 11.3% | 26.2% | 20.2% |
| Sheldon Starrett, Conservative  | 11.3% | 8.3%   | 14%    | 8.8%  | 14.6% | 8.7%  | 13.1% |
| Rob Howard, Richmond Forward    | 5.9%  | 10%    | 2.1%   | 6.1%  | 6.6%  | 3.6%  | 8.1%  |
| Mei Kang, Action Richmond       | 4.3%  | 8.3%   | 0.6%   | 0%    | 6.6%  | 7.2%  | 2.6%  |
| Alexa Loo, Richmond Strong      | 8.5%  | 12.6%  | 4.7%   | 3%    | 14.6% | 7.2%  | 8.6%  |
| Dickens Cheung, We Are Richmond | 1.6%  | 0%     | 3.1%   | 0%    | 4.7%  | 0%    | 1.5%  |
| Undecided                       | 48.4% | 37.4%  | 58.7%  | 59.4% | 41.6% | 47.2% | 45.9% |
| Unweighted Frequency            | 304   | 155    | 149    | 56    | 52    | 48    | 148   |
| Weighted Frequency              | 304   | 147    | 157    | 74    | 84    | 84    | 62    |

# Tables

If a municipal election were held tomorrow, which of the following candidates for Mayor of Richmond would you vote for? [2]

|                                 | Total | Federal Vote Intention |       |     |       |          |             |
|---------------------------------|-------|------------------------|-------|-----|-------|----------|-------------|
|                                 |       | LPC                    | CPC   | NDP | Green | Other/WS | Didn't Vote |
| Kash Heed, Independent          | 20%   | 24.3%                  | 18.3% | 41% | 4.3%  | 0%       | 17.8%       |
| Sheldon Starrett, Conservative  | 11.3% | 6%                     | 28.8% | 0%  | 0%    | 0%       | 8.4%        |
| Rob Howard, Richmond Forward    | 5.9%  | 7.6%                   | 10.7% | 0%  | 0%    | 0%       | 2.7%        |
| Mei Kang, Action Richmond       | 4.3%  | 4.2%                   | 7.9%  | 0%  | 0%    | 0%       | 3.6%        |
| Alexa Loo, Richmond Strong      | 8.5%  | 14%                    | 6%    | 0%  | 0%    | 21.3%    | 3.3%        |
| Dickens Cheung, We Are Richmond | 1.6%  | 0.9%                   | 0%    | 0%  | 0%    | 0%       | 4.8%        |
| Undecided                       | 48.4% | 43.1%                  | 28.3% | 59% | 95.7% | 78.7%    | 59.5%       |
| Unweighted Frequency            | 304   | 142                    | 67    | 16  | 7     | 13       | 59          |
| Weighted Frequency              | 304   | 105                    | 73    | 16  | 8     | 19       | 84          |

# Tables

If a municipal election were held tomorrow, which of the following candidates for Mayor of Richmond would you vote for? [3]

|                                 | Total | Mayoral Vote Intention |          |        |      |      |        |           |
|---------------------------------|-------|------------------------|----------|--------|------|------|--------|-----------|
|                                 |       | Heed                   | Starrett | Howard | Kang | Loo  | Cheung | Undecided |
| Kash Heed, Independent          | 20%   | 100%                   | 0%       | 0%     | 0%   | 0%   | 0%     | 0%        |
| Sheldon Starrett, Conservative  | 11.3% | 0%                     | 100%     | 0%     | 0%   | 0%   | 0%     | 0%        |
| Rob Howard, Richmond Forward    | 5.9%  | 0%                     | 0%       | 100%   | 0%   | 0%   | 0%     | 0%        |
| Mei Kang, Action Richmond       | 4.3%  | 0%                     | 0%       | 0%     | 100% | 0%   | 0%     | 0%        |
| Alexa Loo, Richmond Strong      | 8.5%  | 0%                     | 0%       | 0%     | 0%   | 100% | 0%     | 0%        |
| Dickens Cheung, We Are Richmond | 1.6%  | 0%                     | 0%       | 0%     | 0%   | 0%   | 100%   | 0%        |
| Undecided                       | 48.4% | 0%                     | 0%       | 0%     | 0%   | 0%   | 0%     | 100%      |
| Unweighted Frequency            | 304   | 64                     | 34       | 22     | 12   | 27   | 4      | 141       |
| Weighted Frequency              | 304   | 61                     | 34       | 18     | 13   | 26   | 5      | 147       |

# Tables

If a municipal election were held tomorrow, which team of City Councillor candidates would you be most likely to vote for? [1]

|                                      | Total | Gender |        | Age   |       |       |       |
|--------------------------------------|-------|--------|--------|-------|-------|-------|-------|
|                                      |       | Male   | Female | 18-34 | 35-49 | 50-64 | 65+   |
| Conservative                         | 16.8% | 16.6%  | 17.1%  | 11.8% | 24.5% | 13.9% | 16.6% |
| RITE                                 | 6.5%  | 3.7%   | 9.1%   | 4.4%  | 3.3%  | 5.2%  | 15%   |
| RCA                                  | 3.9%  | 3.2%   | 4.7%   | 0%    | 4.7%  | 3.6%  | 8.1%  |
| Richmond Forward                     | 3.1%  | 2.5%   | 3.7%   | 0%    | 0%    | 8.7%  | 3.4%  |
| Richmond United                      | 0.5%  | 0.7%   | 0.3%   | 0%    | 0%    | 0%    | 2.4%  |
| Richmond Strong                      | 1.6%  | 0.7%   | 2.5%   | 0%    | 4.7%  | 0%    | 1.6%  |
| Advance Richmond                     | 2.8%  | 2.2%   | 3.4%   | 3%    | 0%    | 5.2%  | 3.1%  |
| We Are Richmond                      | 1.7%  | 3.4%   | 0%     | 3%    | 3.3%  | 0%    | 0%    |
| Other / Not sure / Prefer not to say | 63.1% | 67.1%  | 59.4%  | 77.7% | 59.5% | 63.5% | 49.8% |
| Unweighted Frequency                 | 304   | 155    | 149    | 56    | 52    | 48    | 148   |
| Weighted Frequency                   | 304   | 147    | 157    | 74    | 84    | 84    | 62    |

# Tables

If a municipal election were held tomorrow, which team of City Councillor candidates would you be most likely to vote for? [2]

|                                      | Total | Federal Vote Intention |       |       |       |          |             |
|--------------------------------------|-------|------------------------|-------|-------|-------|----------|-------------|
|                                      |       | LPC                    | CPC   | NDP   | Green | Other/WS | Didn't Vote |
| Conservative                         | 16.8% | 16.2%                  | 46.3% | 0%    | 0%    | 2.5%     | 0%          |
| RITE                                 | 6.5%  | 11.4%                  | 0.7%  | 6.9%  | 0%    | 0%       | 7.2%        |
| RCA                                  | 3.9%  | 4.7%                   | 4.1%  | 0%    | 0%    | 21.3%    | 0%          |
| Richmond Forward                     | 3.1%  | 3.9%                   | 0%    | 0%    | 0%    | 0%       | 6.3%        |
| Richmond United                      | 0.5%  | 1.1%                   | 0%    | 2%    | 0%    | 0%       | 0%          |
| Richmond Strong                      | 1.6%  | 0.9%                   | 5.5%  | 0%    | 0%    | 0%       | 0%          |
| Advance Richmond                     | 2.8%  | 0.9%                   | 1.4%  | 0%    | 87%   | 0%       | 0%          |
| We Are Richmond                      | 1.7%  | 2.6%                   | 3.1%  | 0%    | 0%    | 0%       | 0%          |
| Other / Not sure / Prefer not to say | 63.1% | 58.2%                  | 38.9% | 91.1% | 13%   | 76.1%    | 86.5%       |
| Unweighted Frequency                 | 304   | 142                    | 67    | 16    | 7     | 13       | 59          |
| Weighted Frequency                   | 304   | 105                    | 73    | 16    | 8     | 19       | 84          |

# Tables

If a municipal election were held tomorrow, which team of City Councillor candidates would you be most likely to vote for? [3]

|                                      | Total | Mayoral Vote Intention |          |        |       |       |        |           |
|--------------------------------------|-------|------------------------|----------|--------|-------|-------|--------|-----------|
|                                      |       | Heed                   | Starrett | Howard | Kang  | Loo   | Cheung | Undecided |
| Conservative                         | 16.8% | 17.9%                  | 70.2%    | 30.6%  | 21%   | 1.3%  | 0%     | 5.3%      |
| RITE                                 | 6.5%  | 22.3%                  | 1.4%     | 0%     | 0%    | 0%    | 0%     | 3.8%      |
| RCA                                  | 3.9%  | 6.8%                   | 0%       | 1.8%   | 7.2%  | 17.9% | 0%     | 1.3%      |
| Richmond Forward                     | 3.1%  | 0%                     | 0%       | 20.3%  | 0%    | 1.8%  | 0%     | 3.6%      |
| Richmond United                      | 0.5%  | 0%                     | 0%       | 2.6%   | 0%    | 0%    | 0%     | 0.7%      |
| Richmond Strong                      | 1.6%  | 0%                     | 0%       | 0%     | 0%    | 1.3%  | 0%     | 3.2%      |
| Advance Richmond                     | 2.8%  | 0%                     | 0%       | 0%     | 0%    | 0%    | 0%     | 5.8%      |
| We Are Richmond                      | 1.7%  | 0%                     | 0%       | 0%     | 21%   | 8.8%  | 0%     | 0%        |
| Other / Not sure / Prefer not to say | 63.1% | 53%                    | 28.4%    | 44.6%  | 50.7% | 68.9% | 100%   | 76.4%     |
| Unweighted Frequency                 | 304   | 64                     | 34       | 22     | 12    | 27    | 4      | 141       |
| Weighted Frequency                   | 304   | 61                     | 34       | 18     | 13    | 26    | 5      | 147       |