



# Vancouver CMA Municipal Election Polling

October 2026

In partnership with...

**VANCOUVER SUN**



# Methodology



## Methodology

Online survey among targeted Vancouver CMA Residents 18 years of age or older: n=1,207.

Respondents were randomly recruited using LEO's online panel. With additional targeted sampling efforts in Vancouver City, Surrey, Burnaby, Richmond, and Coquitlam, Langley, Delta, Maple Ridge, North Van District, New Westminster, North Van City, Port Coquitlam, and Port Moody.

Results are compared, for directional purposes, to the 2022 Metro Van (n=984) wave of research. Due to change in sampling approach, caution should be used when interpreting results.



## When

Data collection from September 23-30, 2026



## Margin of Error

For comparison purposes, a probability sample of n=1,207 yields a margin of error no greater than  $\pm 2.8\%$  (19 times out of 20) for the total sample.



## Weighting

Results were weighted according to **age, gender, region, and education** in order to ensure a representative sample of the population of BC.

# Methodology



## Significant Differences

Data in **green** / **red** indicates a significantly **higher** / **lower** proportion relative to the total.



## Rounded Data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



## Questions

Have questions about the data presented in this report? Please contact Steve Mossop, Executive Vice-President, Western Canada at the following e-mail address: [smossop@leger360.com](mailto:smossop@leger360.com)

## A restless municipal electorate wants change, but has not settled on who should deliver it

**The municipal campaign begins with a clear appetite for change, but not a desire for local governments to step back.** Just over half of Vancouver CMA residents (51%) say their city is on the wrong track, while 57% say it is time for a change in city council. Approval of both mayors (42%) and councils (39%) is essentially divided, while cost of living and housing lead the issue agenda. At the same time, roughly three-quarters want municipalities to be more involved in addressing homelessness and mental health, affordability, housing and the drug crisis.

**That tension helps explain mayoral races that remain highly fluid.** Pete Fry edges Ken Sim 23% to 19% in Vancouver, while Brenda Locke leads Doug McCallum 24% to 12% in Surrey. But large portions of the electorate remain undecided: 36% in Vancouver, 34% in Surrey, 49% in Burnaby, 45% in Richmond and 64% in Coquitlam. Rather than beginning with voters firmly settled around their choices, the campaign starts with considerable room for movement.

**The defining feature of the campaign may therefore be less whether residents want change than which candidates can convince them they can deliver it, while meeting high expectations for what local governments should do.**

### THE MOOD

**51%**

Say their city is on the wrong track

### THE CHANGE CALL

**57%**

Say it is time for a change in city council

### THE LOCAL LEADERSHIP

**42% / 39%**

Approve of their mayor / city council

### THE PRESSURE POINT

**47%**

Rank cost of living / affordability among their top three local issues

### THE ROLE OF LOCAL GOVERNMENTS

**74%–77%**

Want municipalities more involved in affordability, housing, homelessness and the drug crisis

### THE WILDCARD

**34%–64%**

Remain undecided in the mayoral races across the five cities measured

Some **key highlights**  
from the study  
**include...**

**Vancouver residents in particular are entering the municipal election in a dissatisfied mood.** Just over half (51%) of Metro Vancouver residents believe their city is on the wrong track, compared with 38% who say things are going in the right direction. Negative sentiment is particularly pronounced in Vancouver, where 62% say the city is on the wrong track, while views are more positive in Coquitlam and in Surrey and the rest of the CMA.

**That dissatisfaction is translating into a broad appetite for change, although the desire for change varies considerably by municipality.** Overall, 57% say it is time for a change in their city council, rising to 66% in Richmond, 64% in Surrey and 62% in Vancouver. By comparison, fewer than half in Burnaby (43%) and Coquitlam (46%) say the same, suggesting the pressure facing incumbents is far from uniform across the region.

**Residents are divided in their assessments of current municipal leadership rather than overwhelmingly rejecting it.** Mayor approval is almost evenly split, with 42% approving and 43% disapproving, while council approval is similarly divided at 39% versus 41%. The picture also differs substantially by municipality, with Vancouver residents notably more critical of both their mayor and council than residents in several other communities.

**Affordability has become the dominant issue shaping the municipal agenda.** Nearly half (47%) place cost of living and affordability other than housing among their top three municipal concerns, ahead of housing affordability (34%), property taxes and spending (27%), and homelessness, poverty and mental health (26%). The findings suggest residents are increasingly viewing municipal politics through the lens of day-to-day financial pressures and macro-level issues beyond the standard lens of municipal operating budgets

Some **key highlights**  
from the  
study **include...**

**Residents are dissatisfied with the direction of their communities, and are calling for a larger role in addressing major bigger challenges.** Three-quarters or more want municipalities to be more involved in homelessness, poverty and mental health (77%), cost of living (76%), housing affordability (75%) and the drug and overdose crisis (74%). Seven-in-ten also want greater municipal involvement in advocating for resources or stronger relationships with other levels of government.

**Voter turnout in municipal elections is the significant disconnect compared to national or provincial voting intentions.** While half of respondents say they are 100% certain to vote in the upcoming municipal election, we know actual turnout numbers land between one fifth and one third of eligible voters. The challenge in predicting municipal election outcomes is in who shows up to vote. While we know from the poll that older voters have twice the turnout rate of younger voters, and engaged citizens who are active in their community show up vs unengaged citizens, this turnout gap makes predicting actual outcomes that much more difficult.

**Vancouver and Surrey have early frontrunners, but neither race can yet be considered settled.** Pete Fry leads Ken Sim by a narrow 23% to 19% margin in Vancouver, with 36% still undecided, while Brenda Locke holds a wider 24% to 12% advantage over Doug McCallum in Surrey, where 34% remain undecided. Among those certain to vote, Fry and Locke each strengthen their position to 34%, underscoring the importance of voter engagement as the campaigns develop.

**Uncertainty is even more pronounced in the other mayoral contests measured.** Nearly half of Burnaby residents (49%) are undecided, as are 45% in Richmond and nearly two-thirds (64%) in Coquitlam. Mike Hurley and Craig Hodge currently hold clear leads over their named opponents in Burnaby and Coquitlam respectively, while Richmond remains highly fragmented, with its three leading candidates separated by only two points. The Richmond and Coquitlam results should be interpreted cautiously because of smaller sample sizes.

# 1.1

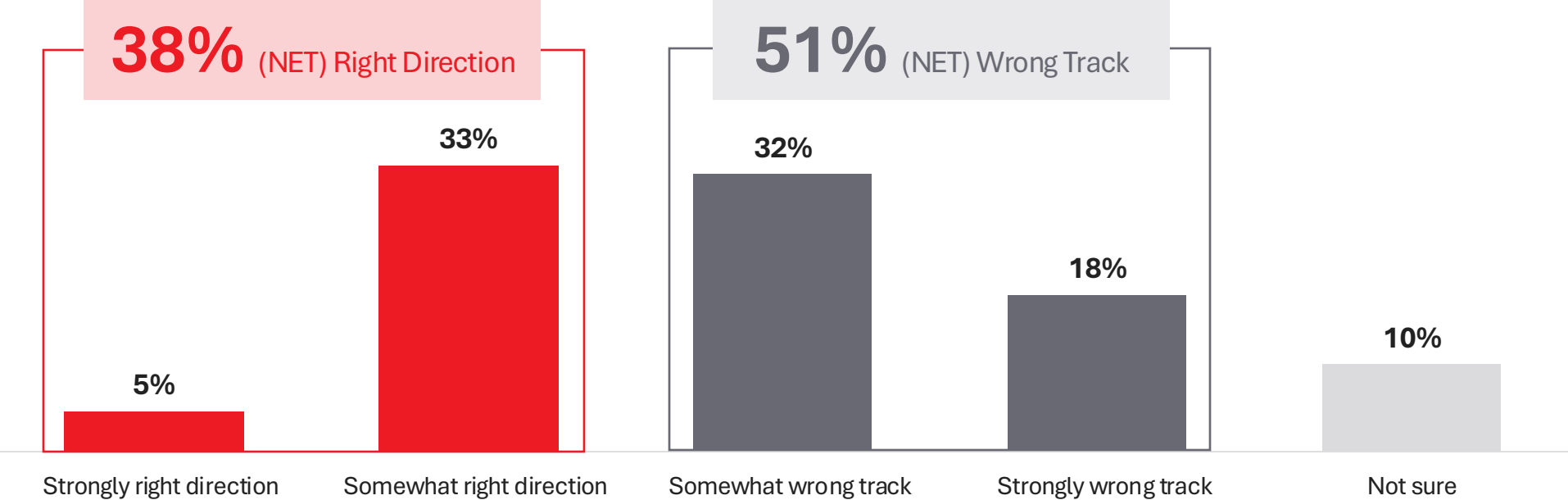
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Detailed **Results** – Municipal  
Perceptions

# Direction of the City

**Q.** Taking everything into account, how do you feel things are going these days in your city? Are things going in the right direction or are they off on the wrong track?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207) Prefer not to answer (1%) not shown.



|                       | Total | GENDER |       | AGE   |       |     | REGION           |        |         |          |           |               |
|-----------------------|-------|--------|-------|-------|-------|-----|------------------|--------|---------|----------|-----------|---------------|
|                       |       | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) | Surrey | Burnaby | Richmond | Coquitlam | All Other CMA |
| (NET) Right Direction | 38%   | 44%    | 33%   | 38%   | 34%   | 42% | 28%              | 42%    | 36%     | 39%      | 46%       | 43%           |
| (NET) Wrong Track     | 51%   | 47%    | 54%   | 49%   | 54%   | 49% | 62%              | 48%    | 48%     | 49%      | 36%       | 47%           |

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Likelihood of Voting in the Upcoming Municipal Election

**Q.** Municipal elections are being held this fall throughout Metro Vancouver. Using a scale from 0 to 10, where 0 means there is no chance you will vote and 10 means you are certain to vote, what is the chance that you will cast a ballot in the upcoming fall election?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207) Don't know (3%) / prefer not to answer (1%) not shown



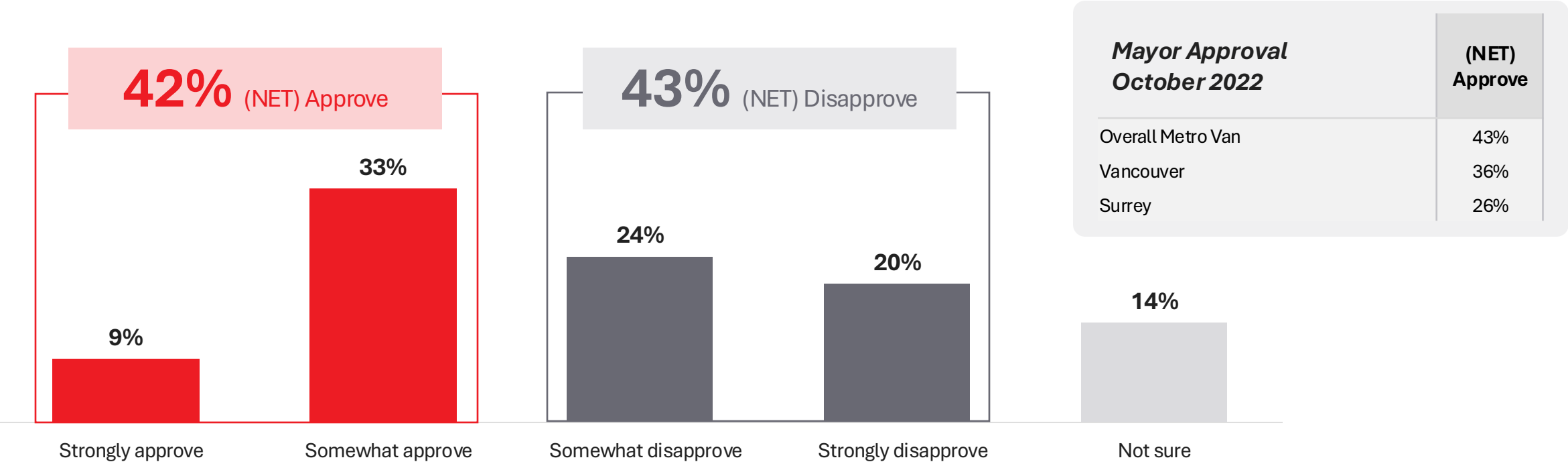
|                                | Total | GENDER |       | AGE   |       |     | REGION           |        |         |          |           |               | Community Involvement | Voted in Past Election |
|--------------------------------|-------|--------|-------|-------|-------|-----|------------------|--------|---------|----------|-----------|---------------|-----------------------|------------------------|
|                                |       | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) | Surrey | Burnaby | Richmond | Coquitlam | All Other CMA | Involved              | Yes                    |
| 0 - No chance I will vote      | 5%    | 4%     | 5%    | 7%    | 4%    | 4%  | 3%               | 6%     | 4%      | 6%       | 5%        | 5%            | 2%                    | <1%                    |
| (NET) 1-4                      | 5%    | 4%     | 5%    | 8%    | 3%    | 4%  | 4%               | 3%     | 12%     | 1%       | 6%        | 5%            | 2%                    | 1%                     |
| 5 - About a fifty-fifty chance | 14%   | 12%    | 17%   | 16%   | 19%   | 9%  | 13%              | 14%    | 13%     | 20%      | 22%       | 13%           | 10%                   | 8%                     |
| (NET) 6-9                      | 22%   | 27%    | 18%   | 31%   | 21%   | 17% | 22%              | 27%    | 20%     | 17%      | 14%       | 24%           | 29%                   | 22%                    |
| 10 — 100% certain I will vote  | 50%   | 50%    | 50%   | 35%   | 49%   | 64% | 54%              | 47%    | 46%     | 53%      | 44%       | 51%           | 55%                   | 68%                    |

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Mayor Approval

Q. Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way each is doing their job?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207)



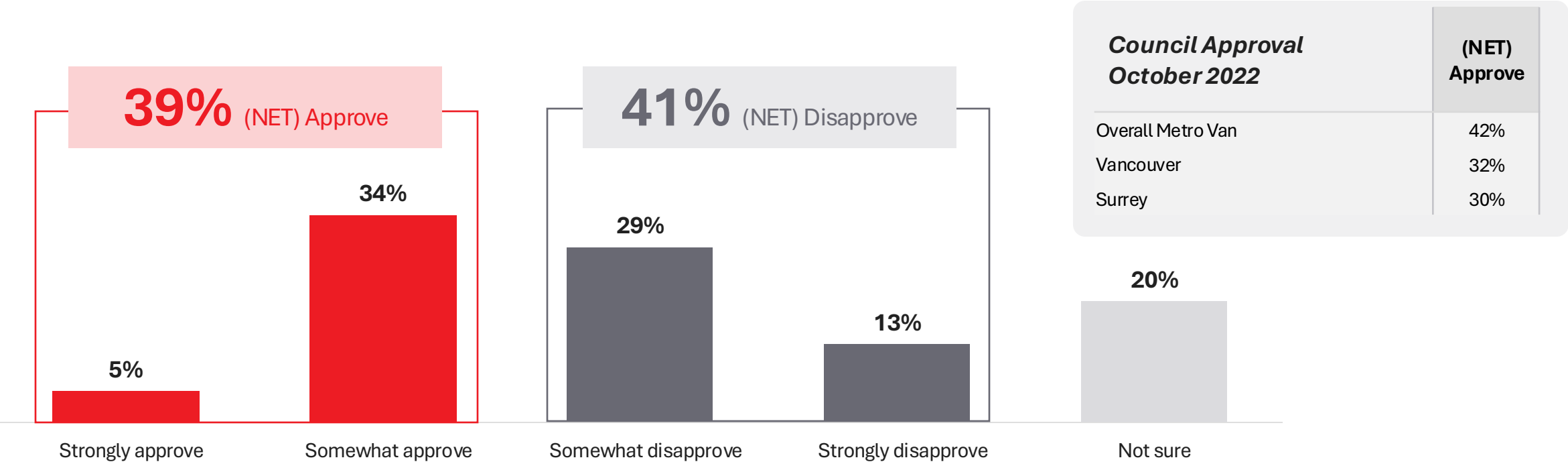
|                  | Total | GENDER |       | AGE   |       |     | REGION           |        |         |          |           |               |
|------------------|-------|--------|-------|-------|-------|-----|------------------|--------|---------|----------|-----------|---------------|
|                  |       | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) | Surrey | Burnaby | Richmond | Coquitlam | All Other CMA |
| (NET) Approve    | 42%   | 47%    | 38%   | 42%   | 42%   | 43% | 32%              | 50%    | 42%     | 38%      | 51%       | 46%           |
| (NET) Disapprove | 43%   | 42%    | 44%   | 36%   | 45%   | 47% | 55%              | 40%    | 38%     | 43%      | 29%       | 41%           |

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Mayor and Council Approval

**Q.** Thinking of your mayor and council in your municipality, would you say you generally approve or disapprove of the way each is doing their job?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207)



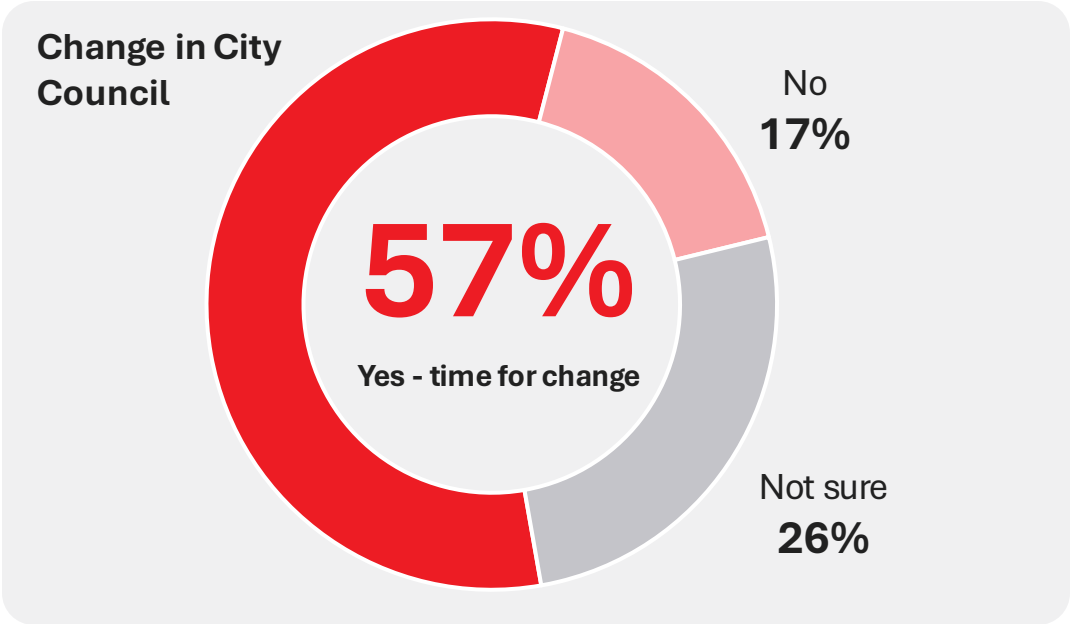
|                  | Total | GENDER |       | AGE   |       |     | REGION           |        |         |          |           |               |
|------------------|-------|--------|-------|-------|-------|-----|------------------|--------|---------|----------|-----------|---------------|
|                  |       | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) | Surrey | Burnaby | Richmond | Coquitlam | All Other CMA |
| (NET) Approve    | 39%   | 44%    | 35%   | 40%   | 36%   | 41% | 29%              | 44%    | 42%     | 38%      | 42%       | 43%           |
| (NET) Disapprove | 41%   | 41%    | 41%   | 32%   | 46%   | 44% | 51%              | 40%    | 32%     | 41%      | 27%       | 41%           |

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Whether It Is Time for a Change in City Council

**Q.** Do you think it is time for a change in your city council this municipal election?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207)



| <i>Time for Change<br/>October 2022</i> | Want<br>Change |
|-----------------------------------------|----------------|
| Overall Metro Van                       | 56%            |
| Vancouver                               | 69%            |
| Surrey                                  | 76%            |

|          | Total | GENDER |       | AGE   |       |     | REGION              |        |         |          |           |                  |
|----------|-------|--------|-------|-------|-------|-----|---------------------|--------|---------|----------|-----------|------------------|
|          |       | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver<br>(City) | Surrey | Burnaby | Richmond | Coquitlam | All Other<br>CMA |
| Yes      | 57%   | 56%    | 57%   | 55%   | 60%   | 55% | 62%                 | 64%    | 43%     | 66%      | 46%       | 52%              |
| No       | 17%   | 20%    | 14%   | 18%   | 15%   | 19% | 13%                 | 16%    | 26%     | 9%       | 30%       | 18%              |
| Not Sure | 26%   | 23%    | 29%   | 27%   | 26%   | 26% | 24%                 | 21%    | 31%     | 24%      | 24%       | 31%              |

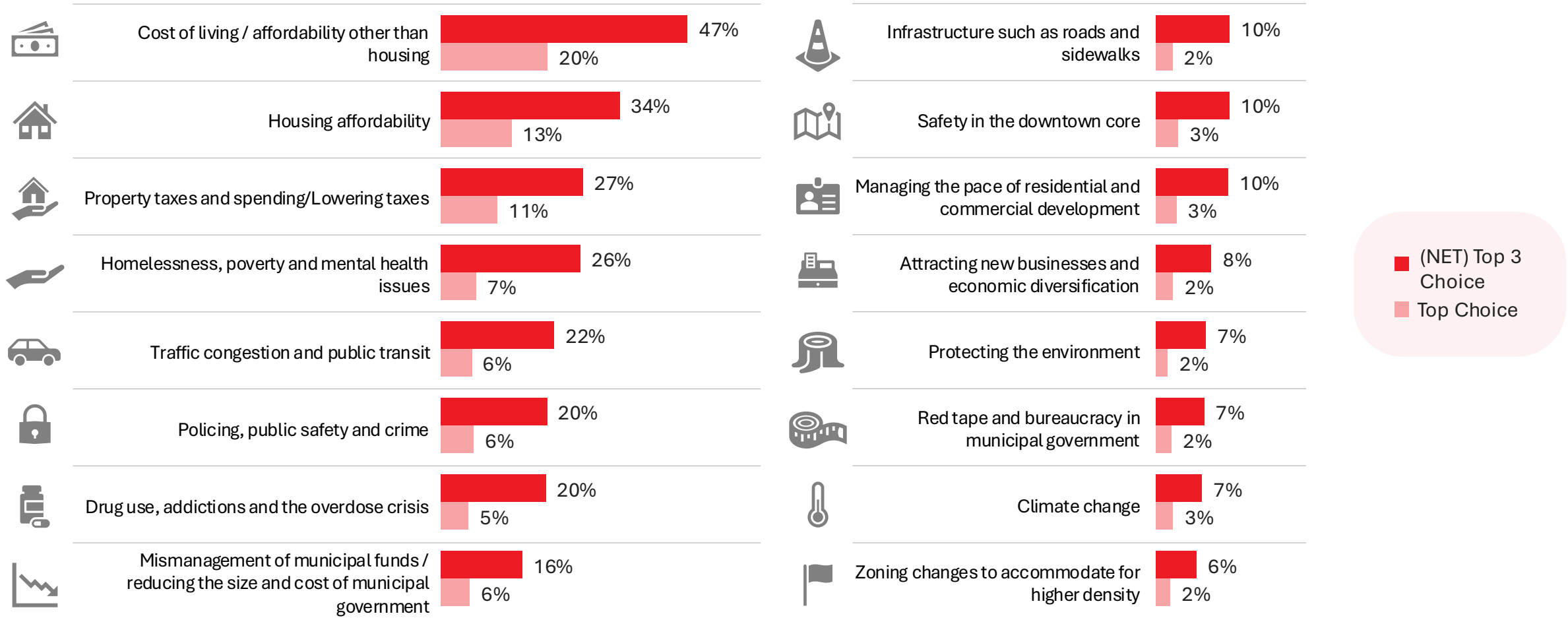
% Statistically significantly higher than other subgroups

% Statistically significantly lower than other subgroups

## Municipality Issues – Total Importance: Aided

**Q.** What is the number one issue facing your municipality today? What is the second most important issue? The third most important issue?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207) Responses receiving 1% or less not shown.



## Municipality Issues – (NET Top 3) Important: Aided – By Demographics

### Q. What is the number one issue facing your municipality today?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207) Responses receiving more than 3% shown. \*\*Cost of living / affordability other than housing\* and 'Drug use, addictions and the overdose crisis' not asked in 2022 (coded response for Vancouver (City) and Surrey).

|                                                                                       | Total<br>2022 | Total<br>2026 | GENDER |       | AGE   |       |     | REGION           |      |        |      |         |          |           |                  |
|---------------------------------------------------------------------------------------|---------------|---------------|--------|-------|-------|-------|-----|------------------|------|--------|------|---------|----------|-----------|------------------|
|                                                                                       |               |               | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) |      | Surrey |      | Burnaby | Richmond | Coquitlam | All Other<br>CMA |
|                                                                                       |               |               |        |       |       |       |     | 2022             | 2026 | 2022   | 2026 |         |          |           |                  |
| *Cost of living / affordability other than housing                                    | -             | <b>47%</b>    | 45%    | 48%   | 49%   | 51%   | 41% | -                | 49%  | -      | 46%  | 50%     | 44%      | 55%       | 42%              |
| Housing affordability                                                                 | 53%           | <b>34%</b>    | 30%    | 37%   | 40%   | 34%   | 29% | 53%              | 36%  | 45%    | 34%  | 38%     | 31%      | 38%       | 30%              |
| Property taxes and spending/Lowering taxes                                            | 29%           | <b>27%</b>    | 27%    | 27%   | 22%   | 22%   | 35% | 26%              | 21%  | 32%    | 26%  | 28%     | 24%      | 34%       | 32%              |
| Homelessness, poverty and mental health issues                                        | 43%           | <b>26%</b>    | 24%    | 29%   | 25%   | 27%   | 27% | 45%              | 32%  | 33%    | 25%  | 26%     | 22%      | 31%       | 23%              |
| Traffic congestion and public transit                                                 | 22%           | <b>22%</b>    | 22%    | 21%   | 20%   | 19%   | 25% | 13%              | 16%  | 19%    | 19%  | 16%     | 23%      | 19%       | 31%              |
| Policing, public safety and crime                                                     | 31%           | <b>20%</b>    | 20%    | 20%   | 13%   | 27%   | 19% | 25%              | 18%  | 28%    | 32%  | 22%     | 22%      | 19%       | 13%              |
| *Drug use, addictions and the overdose crisis                                         | -             | <b>20%</b>    | 19%    | 21%   | 22%   | 22%   | 16% | 14%              | 28%  | 10%    | 17%  | 15%     | 20%      | 23%       | 15%              |
| Mismanagement of municipal funds / reducing the size and cost of municipal government | 13%           | <b>16%</b>    | 17%    | 15%   | 9%    | 16%   | 20% | 10%              | 15%  | 16%    | 11%  | 17%     | 32%      | 9%        | 15%              |

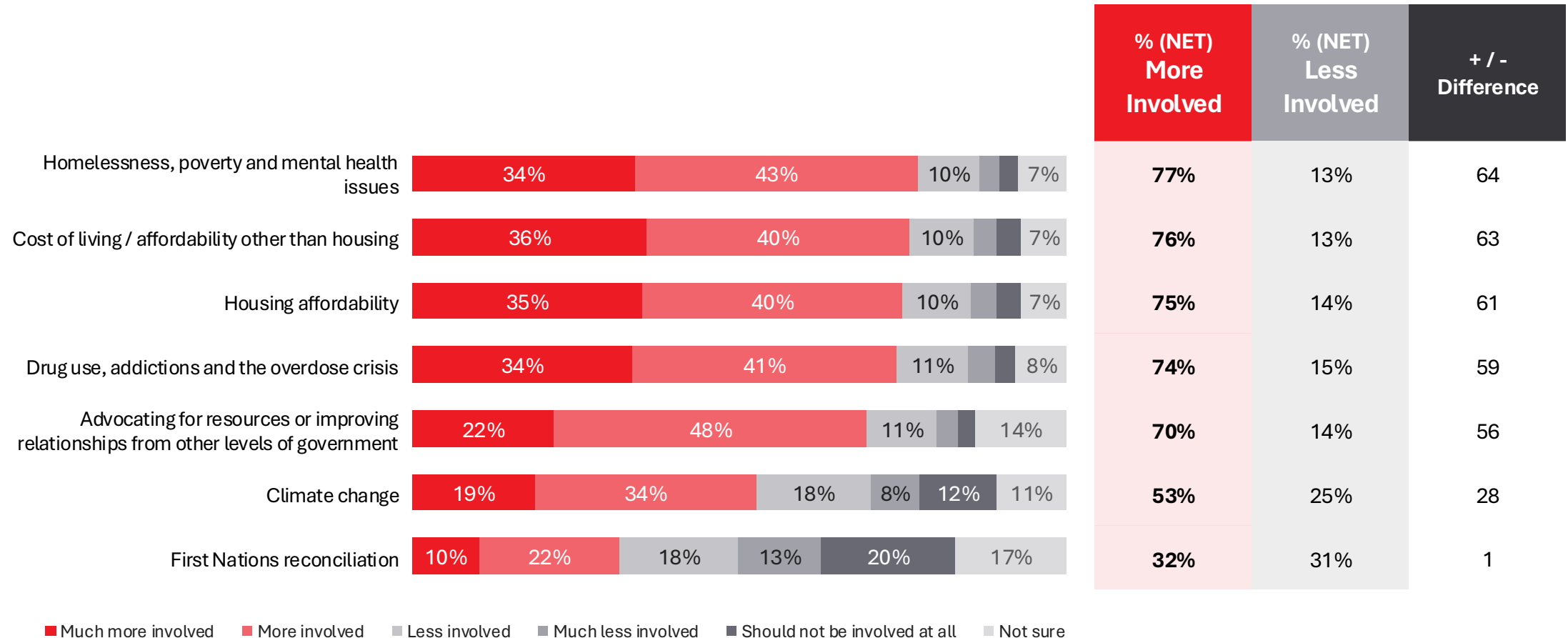
% Statistically significantly higher than other subgroups

% Statistically significantly lower than other subgroups

## Whether Municipalities Should Be More or Less Involved

**Q.** There are a number of areas that are not typically the responsibility of municipal governments, but lately municipalities seem to be more involved. Do you think municipalities should be more involved or less involved in each of the following?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207) Figures 4% or less not shown.



## Whether Municipalities Should Be More or Less Involved – By Demographics

**Q.** There are a number of areas that are not typically the responsibility of municipal governments, but lately municipalities seem to be more involved. Do you think municipalities should be more involved or less involved in each of the following?

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207)

| % NET More Involved                                                                 | Total      | GENDER |       | AGE   |       |     | REGION           |        |         |          |           |               |
|-------------------------------------------------------------------------------------|------------|--------|-------|-------|-------|-----|------------------|--------|---------|----------|-----------|---------------|
|                                                                                     |            | Men    | Women | 18-34 | 35-54 | 55+ | Vancouver (City) | Surrey | Burnaby | Richmond | Coquitlam | All Other CMA |
| Homelessness, poverty and mental health issues                                      | <b>77%</b> | 74%    | 80%   | 73%   | 80%   | 78% | 77%              | 84%    | 71%     | 75%      | 78%       | 76%           |
| Cost of living / affordability other than housing                                   | <b>76%</b> | 72%    | 79%   | 78%   | 77%   | 73% | 77%              | 82%    | 68%     | 73%      | 83%       | 73%           |
| Housing affordability                                                               | <b>75%</b> | 73%    | 77%   | 76%   | 75%   | 74% | 72%              | 82%    | 70%     | 71%      | 80%       | 75%           |
| Drug use, addictions and the overdose crisis                                        | <b>74%</b> | 70%    | 78%   | 69%   | 75%   | 77% | 76%              | 77%    | 72%     | 70%      | 73%       | 73%           |
| Advocating for resources or improving relationships from other levels of government | <b>70%</b> | 71%    | 68%   | 63%   | 72%   | 72% | 67%              | 79%    | 66%     | 71%      | 65%       | 67%           |
| Climate change                                                                      | <b>53%</b> | 48%    | 56%   | 54%   | 53%   | 51% | 55%              | 58%    | 45%     | 36%      | 46%       | 56%           |
| First Nations reconciliation                                                        | <b>32%</b> | 28%    | 35%   | 41%   | 29%   | 27% | 35%              | 39%    | 26%     | 26%      | 20%       | 31%           |

% Statistically significantly higher than other subgroups

% Statistically significantly lower than other subgroups

# 1.2

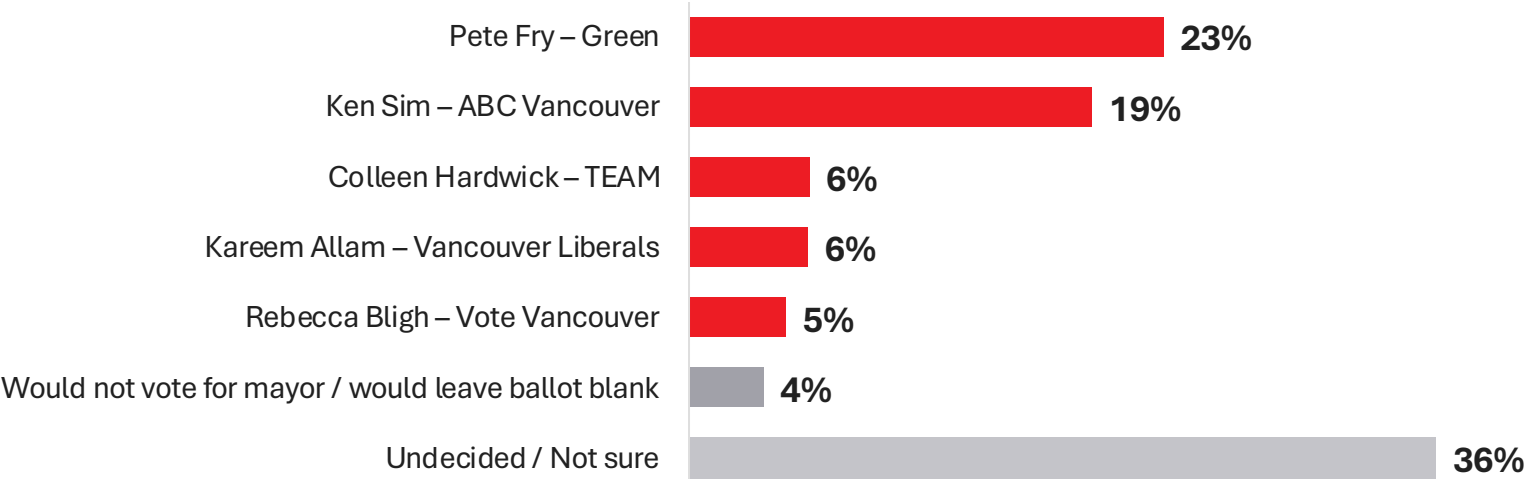
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Detailed Results – Voting Intention

# Vancouver Mayoral Vote Intention

**Q.** If the election for mayor were held today, which candidate would you be most likely to vote for?

Base: All respondents (Weighted: n=320 ; Unweighted: n=365) Top 5 candidates shown.



**VANCOUVER SNAPSHOT**

|                                   |                                                                                                        |
|-----------------------------------|--------------------------------------------------------------------------------------------------------|
| Direction of City                 | 28% Right direction<br>62% Wrong direction                                                             |
| Current Mayoral Approval          | 32% Approve<br>55% Disapprove                                                                          |
| Current Council Approval          | 29% Approve<br>51% Disapprove                                                                          |
| Time for a change in city council | 62% Yes<br>13% No                                                                                      |
| Likelihood to vote                | 54% - 100% Certain                                                                                     |
| Top 3 Issues                      | 49% Cost of living<br>36% Housing affordability<br>32% Homelessness, poverty, and mental health issues |

|                                                     | Total | GENDER |       | AGE   |       |     | LIKELY TO VOTE   | ETHNICITY |         |       |
|-----------------------------------------------------|-------|--------|-------|-------|-------|-----|------------------|-----------|---------|-------|
|                                                     |       | Men    | Women | 18-34 | 35-54 | 55+ | 100% Likely (10) | White     | Chinese | Other |
| Pete Fry – Green                                    | 23%   | 19%    | 25%   | 28%   | 19%   | 21% | 34%              | 34%       | 19%     | 12%   |
| ^Ken Sim – ABC Vancouver                            | 19%   | 23%    | 16%   | 12%   | 19%   | 27% | 19%              | 14%       | 23%     | 24%   |
| Colleen Hardwick – TEAM                             | 6%    | 6%     | 6%    | 3%    | 5%    | 8%  | 8%               | 11%       | 2%      | 3%    |
| Kareem Allam – Vancouver Liberals                   | 6%    | 9%     | 3%    | 8%    | 5%    | 4%  | 7%               | 6%        | 2%      | 12%   |
| Rebecca Bligh – Vote Vancouver                      | 5%    | 5%     | 4%    | 3%    | 8%    | 3%  | 6%               | 4%        | 4%      | 6%    |
| Would not vote for mayor / would leave ballot blank | 4%    | 4%     | 3%    | 6%    | 4%    | 1%  | -                | 1%        | 8%      | -     |
| Undecided / Not sure                                | 36%   | 30%    | 41%   | 37%   | 37%   | 33% | 23%              | 29%       | 41%     | 34%   |

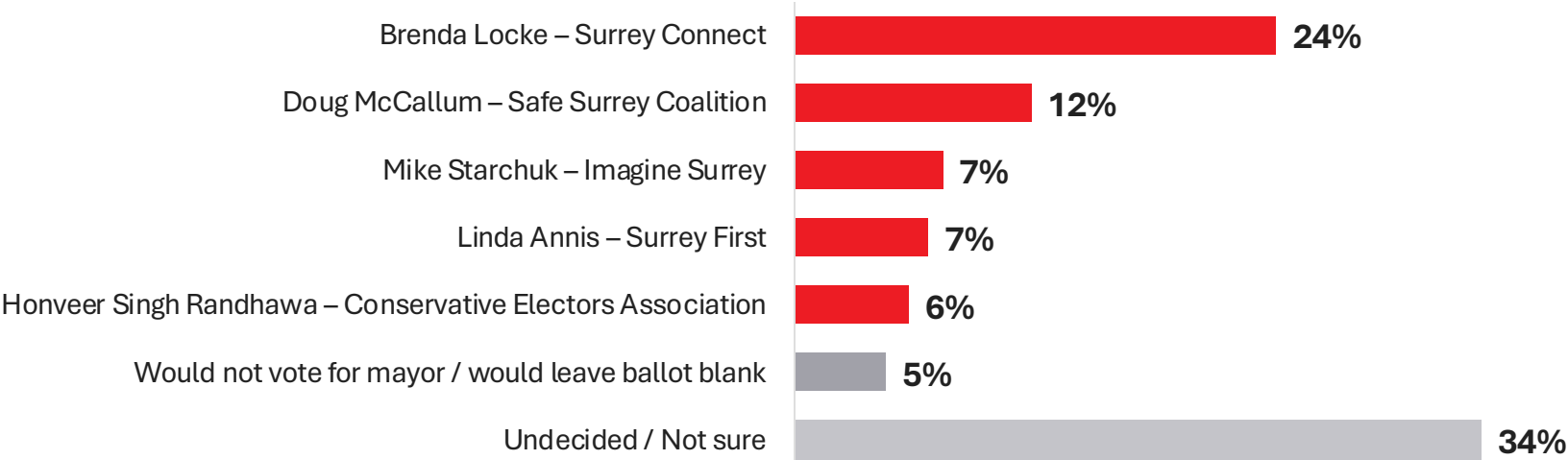
^Incumbent Mayor

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Surrey Mayoral Vote Intention

**Q.** If the election for mayor were held today, which candidate would you be most likely to vote for?

Base: All respondents (Weighted: n=224 ; Unweighted: n=249) Top 5 candidates shown.



**SURREY SNAPSHOT**

|                                   |                                                                                          |
|-----------------------------------|------------------------------------------------------------------------------------------|
| Direction of City                 | 42% Right direction<br>48% Wrong direction                                               |
| Current Mayoral Approval          | 50% Approve<br>40% Disapprove                                                            |
| Current Council Approval          | 44% Approve<br>40% Disapprove                                                            |
| Time for a change in city council | 64% Yes<br>16% No                                                                        |
| Likelihood to vote                | 47% - 100% Certain                                                                       |
| Top 3 Issues                      | 46% Cost of living<br>34% Housing affordability<br>32% Policing, public safety and crime |

|                                                            | Total | GENDER |       | AGE   |       |     | LIKELIHOOD TO VOTE | ETHNICITY |             |       |
|------------------------------------------------------------|-------|--------|-------|-------|-------|-----|--------------------|-----------|-------------|-------|
|                                                            |       | Men    | Women | 18-34 | 35-54 | 55+ |                    | White     | South Asian | Other |
| ^Brenda Locke – Surrey Connect                             | 24%   | 27%    | 21%   | 17%   | 25%   | 29% | 34%                | 32%       | 17%         | 21%   |
| Doug McCallum – Safe Surrey Coalition                      | 12%   | 14%    | 10%   | 16%   | 12%   | 7%  | 9%                 | 6%        | 22%         | 4%    |
| Mike Starchuk – Imagine Surrey                             | 7%    | 7%     | 7%    | 7%    | 5%    | 10% | 10%                | 10%       | 2%          | 12%   |
| Linda Annis – Surrey First                                 | 7%    | 7%     | 6%    | -     | 10%   | 10% | 8%                 | 8%        | 5%          | 6%    |
| Honveer Singh Randhawa – Conservative Electors Association | 6%    | 7%     | 5%    | 5%    | 9%    | 3%  | 5%                 | 3%        | 11%         | 2%    |
| Would not vote for mayor / would leave ballot blank        | 5%    | 3%     | 6%    | 4%    | 5%    | 4%  | -                  | 3%        | 5%          | 8%    |
| Undecided / Not sure                                       | 34%   | 28%    | 40%   | 43%   | 29%   | 31% | 28%                | 34%       | 31%         | 41%   |

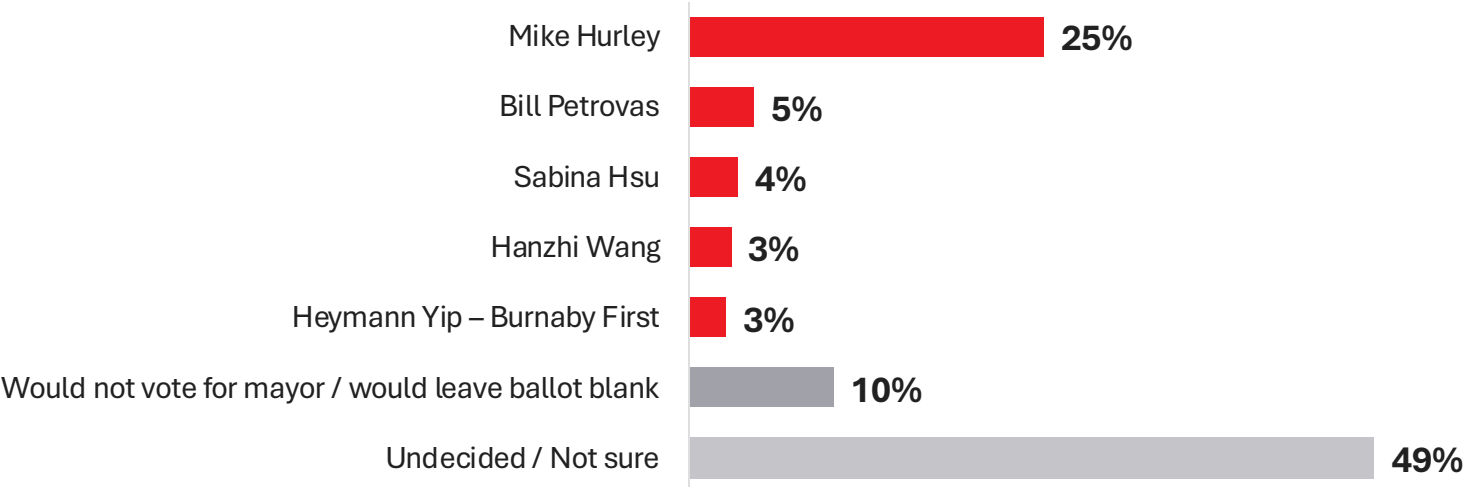
^Incumbent Mayor

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Burnaby Mayoral Vote Intention

**Q.** If the election for mayor were held today, which candidate would you be most likely to vote for?

Base: All respondents (Weighted: n=123 ; Unweighted: n=107) Top 5 candidates shown.



## BURNABY SNAPSHOT

|                                   |                                                                                                       |
|-----------------------------------|-------------------------------------------------------------------------------------------------------|
| Direction of City                 | 36% Right direction<br>48% Wrong direction                                                            |
| Current Mayoral Approval          | 42% Approve<br>38% Disapprove                                                                         |
| Current Council Approval          | 42% Approve<br>32% Disapprove                                                                         |
| Time for a change in city council | 43% Yes<br>26% No                                                                                     |
| Likelihood to vote                | 46% - 100% Certain                                                                                    |
| Top 3 Issues                      | 50% Cost of living<br>38% Housing affordability<br>28% Property taxes and spending/<br>Lowering taxes |

|                                                     | Total | GENDER |       | AGE   |       |     | LIKELIHOOD TO VOTE |
|-----------------------------------------------------|-------|--------|-------|-------|-------|-----|--------------------|
|                                                     |       | Men    | Women | 18-34 | 35-54 | 55+ | 100% Likely (10)   |
| ^Mike Hurley                                        | 25%   | 32%    | 19%   | 15%   | 19%   | 45% | 27%                |
| Bill Petrovas                                       | 5%    | 9%     | -     | 3%    | 6%    | 5%  | 8%                 |
| Sabina Hsu                                          | 4%    | 7%     | -     | 9%    | -     | -   | 3%                 |
| Hanzhi Wang                                         | 3%    | 2%     | 4%    | 8%    | -     | -   | 3%                 |
| Heymann Yip – Burnaby First                         | 3%    | 2%     | 4%    | 2%    | 3%    | 3%  | 2%                 |
| Would not vote for mayor / would leave ballot blank | 10%   | 8%     | 13%   | 16%   | 6%    | 8%  | 4%                 |
| Undecided / Not sure                                | 49%   | 37%    | 60%   | 44%   | 66%   | 40% | 55%                |

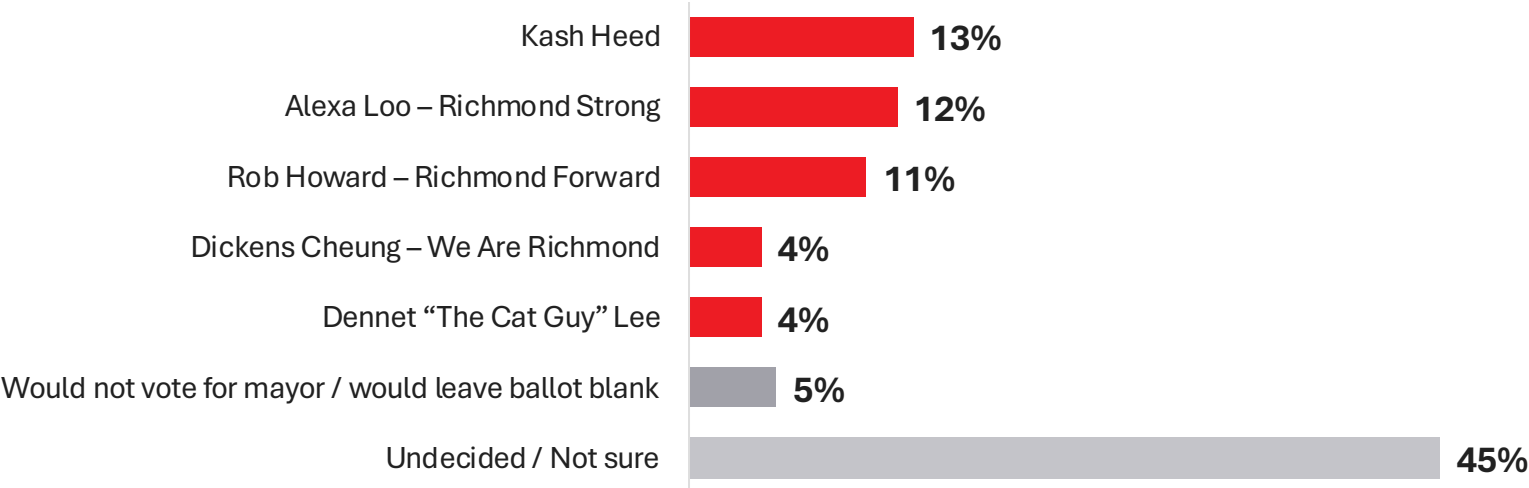
^Incumbent Mayor

% Statistically significantly higher than other subgroups  
% Statistically significantly lower than other subgroups

# Richmond Mayoral Vote Intention

**Q.** If the election for mayor were held today, which candidate would you be most likely to vote for?

Base: All respondents (Weighted: n=112 ; Unweighted: n=102) Top 5 candidates shown. \*Interpret with caution, low base size.



## RICHMOND SNAPSHOT

|                                   |                                                                                                                                              |
|-----------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------|
| Direction of City                 | 39% Right direction<br>49% Wrong direction                                                                                                   |
| Current Mayoral Approval          | 38% Approve<br>43% Disapprove                                                                                                                |
| Current Council Approval          | 38% Approve<br>41% Disapprove                                                                                                                |
| Time for a change in city council | 66% Yes<br>9% No                                                                                                                             |
| Likelihood to vote                | 53% - 100% Certain                                                                                                                           |
| Top 3 Issues                      | 44% Cost of living<br>32% Mismanagement of municipal funds / reducing the size and cost of municipal government<br>31% Housing affordability |

|                                                     | Total | GENDER |       | AGE    |       |     | LIKELIHOOD TO VOTE |
|-----------------------------------------------------|-------|--------|-------|--------|-------|-----|--------------------|
|                                                     |       | Men    | Women | 18-34* | 35-54 | 55+ | 100% Likely (10)   |
| Kash Heed                                           | 13%   | 15%    | 12%   | 13%    | 2%    | 26% | 23%                |
| Alexa Loo – Richmond Strong                         | 12%   | 19%    | 7%    | 21%    | 9%    | 12% | 13%                |
| Rob Howard – Richmond Forward                       | 11%   | 9%     | 12%   | 5%     | 12%   | 12% | 12%                |
| Dickens Cheung – We Are Richmond                    | 4%    | 10%    | -     | 7%     | 7%    | -   | 4%                 |
| Dennet “The Cat Guy” Lee                            | 4%    | 5%     | 4%    | 7%     | 7%    | -   | 2%                 |
| Would not vote for mayor / would leave ballot blank | 5%    | 3%     | 7%    | 7%     | 7%    | 2%  | -                  |
| Undecided / Not sure                                | 45%   | 33%    | 55%   | 40%    | 47%   | 45% | 40%                |

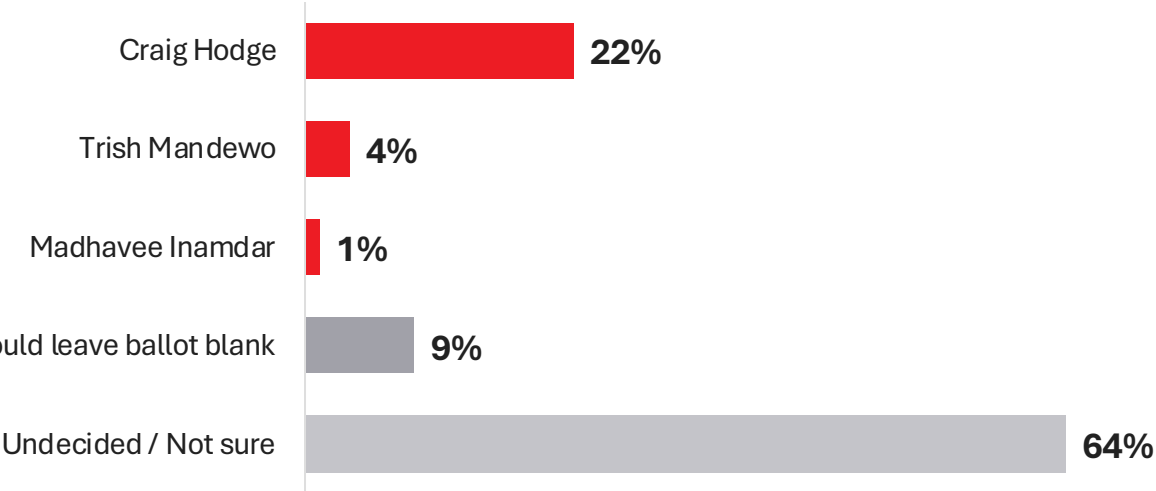
% Statistically significantly higher than other subgroups

% Statistically significantly lower than other subgroups

# Coquitlam Mayoral Vote Intention

**Q.** If the election for mayor were held today, which candidate would you be most likely to vote for?

Base: All respondents (Weighted: n=92 ; Unweighted: n=82) \*Interpret with caution, low base size.



**COQUITLAM SNAPSHOT**

|                                   |                                                                                                       |
|-----------------------------------|-------------------------------------------------------------------------------------------------------|
| Direction of City                 | <b>46%</b> Right direction<br><b>36%</b> Wrong direction                                              |
| Current Mayoral Approval          | <b>51%</b> Approve<br><b>29%</b> Disapprove                                                           |
| Current Council Approval          | <b>42%</b> Approve<br><b>27%</b> Disapprove                                                           |
| Time for a change in city council | <b>46%</b> Yes<br><b>30%</b> No                                                                       |
| Likelihood to vote                | <b>44%</b> - 100% Certain                                                                             |
| Top 3 Issues                      | 55% Cost of living<br>38% Housing affordability<br>34% Property taxes and spending/<br>Lowering taxes |

| Total | GENDER |       | AGE    |       |     | LIKELIHOOD TO VOTE |
|-------|--------|-------|--------|-------|-----|--------------------|
|       | Men    | Women | 18-34* | 35-54 | 55+ | 100% Likely (10)   |
| 22%   | 29%    | 16%   | 28%    | 10%   | 31% | 35%                |
| 4%    | 5%     | 2%    | -      | 10%   | -   | 6%                 |
| 1%    | -      | 2%    | -      | 3%    | -   | 3%                 |
| 9%    | 9%     | 9%    | 25%    | 3%    | 6%  | 3%                 |
| 64%   | 58%    | 70%   | 47%    | 74%   | 63% | 54%                |

Craig Hodge

Trish Mandewo

Madhavee Inamdar

Would not vote for mayor / would leave ballot blank

Undecided / Not sure

% Statistically significantly higher than other subgroups

% Statistically significantly lower than other subgroups

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Sample Profile

# Sample Profile

Base: All respondents (Weighted: n=1,207 ; Unweighted: n=1,207)

| Gender |            |          |
|--------|------------|----------|
|        | Unweighted | Weighted |
| Men    | 555        | 581      |
| Women  | 649        | 622      |

| Age   |            |          |
|-------|------------|----------|
|       | Unweighted | Weighted |
| 18-34 | 285        | 345      |
| 35-54 | 428        | 415      |
| 55+   | 494        | 447      |

| Vote Likelihood         |            |          |
|-------------------------|------------|----------|
|                         | Unweighted | Weighted |
| Very likely             | 813        | 803      |
| Somewhat/<br>not likely | 349        | 359      |

| Mayor Approval |            |          |
|----------------|------------|----------|
|                | Unweighted | Weighted |
| Approve        | 502        | 511      |
| Disapprove     | 541        | 524      |

| Region           |            |          |
|------------------|------------|----------|
|                  | Unweighted | Weighted |
|                  | n=1,207    | n=1,207  |
| Vancouver (City) | 365        | 320      |
| Surrey           | 249        | 224      |
| Burnaby          | 107        | 123      |
| Richmond         | 101        | 112      |
| Coquitlam        | 82         | 92       |
| All Other CMA    | 303        | 336      |

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Data modelling and analysis

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185  
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offices

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