

American  
Research  
Group



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The American Research Group conducted a live telephone survey of 630 Richmond, Va. voters between June 19, and June 26, 2026 to determine voters' views on the proposed Code Refresh rezoning and the possibility of a citizen referendum to allow Richmond voters to approve or disapprove of Code Refresh for the Richmond Civic League.

Additional questions were included on whether Richmond's real estate and other taxes are seen as too high, and whether Richmond voters support the need for additional affordable housing. The margin of error for this survey is 3.9%. The survey obtained data down into the nine individual Council districts. That district level data may help determine the alignment of individual district citizen points of view.

**Key Points:**

- 34% of Richmond citizens say that they have heard of Code Refresh. The 2nd Council district, at 23%, scored the lowest for awareness of Code Refresh.
- 67% of Richmond citizens are opposed to Code Refresh as it is now written, while 26% support Code Refresh as written.
- The Council district with the strongest support for Code Refresh is the 7th, with 34% of citizens supporting it.
- 68% of citizens want a citizen referendum on Code Refresh. The 9th Council district had the highest support for a citizen referendum at 79%.
- 81% of citizens say Richmond needs more affordable housing. Citizen support for affordable housing was the highest in the 8th district at 87%.
- Among city-wide voters surveyed on the question as to whether real estate and other taxes are too high, 78% said taxes are too high. Council districts 1, 3, and 8 scored the highest, with district 3 scoring the highest with 87% of citizens surveyed, saying taxes are too high.