
From: YouGov

To: New Jersey Future/Great Homes and Neighborhoods for All

Re: Survey results on key housing policies in New Jersey

Date: September 10, 2025

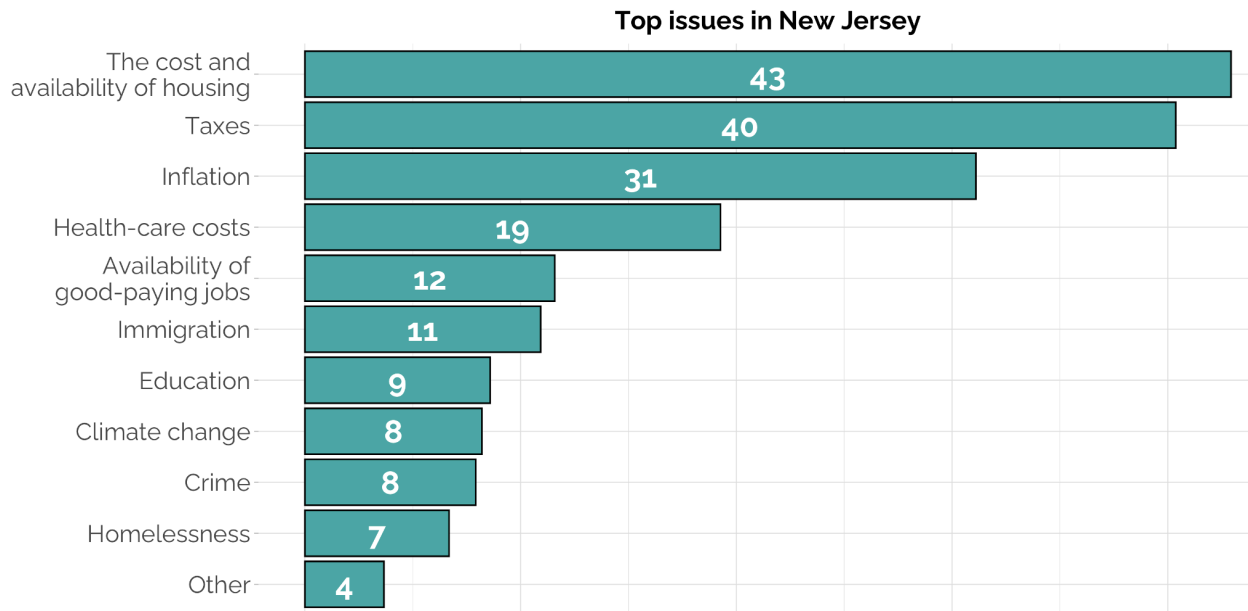
On behalf of Great Homes and Neighborhoods for All - NJ, YouGov fielded a sample of 1,083 registered voters in the state of New Jersey. The survey fielded from August 22 to September 2, 2025. The survey included measures of New Jersey voters' priorities, their views toward the current state of the housing market, and their support for new policies that would expand housing availability and affordability in the state. This memo briefly summarizes the results.

Executive Summary

- Among a variety of different issues, New Jerseyans say the cost of housing is the biggest issue currently facing the state. About 43 percent of New Jersey voters believe that the cost of housing is the state's top issue overall
 - About 75 percent of New Jerseyans agree there are not enough homes people can afford to rent or buy in their community
- When asked to choose between prioritizing new housing or preserving the power of city, town, and borough governments, 60 percent believe that building more homes and bringing down housing costs should be prioritized than preserving the power city, town, and borough governments have over what types of homes can be built and where, by a significant margin
 - This support includes about 69 percent percent of Hispanic voters and 84 percent of Black voters
- Large majorities of New Jersey voters support key housing policies, such as allowing the redevelopment of vacant commercial buildings into homes, requiring government to speed up building processes, providing incentives for multi-family buildings, and other policies
 - This includes support for these policies across key demographic factors like partisanship, political ideology, urban/suburban/rural geography, and others
- When asked to choose between ensuring that cities, towns, and boroughs have a range of housing types for people from different life stages or keeping the look and feel of the community consistent with the desires of the people who already live there, 62 percent believe that it is more important to ensure that cities, towns, and boroughs have a range of housing types for people from different life stages and for people with middle and lower incomes who work there by a significant margin, including majorities of non-white voters

Housing is the top concern in New Jersey

At the beginning of the survey, prior to any information concerning the overall subject matter - i.e., before respondents knew the survey concerned the issue of housing - respondents were asked about their overall issue concerns. Fully 43 percent of voters in New Jersey said the cost of housing is their top concern, narrowly ahead of other concerns like taxes and ahead of concerns about inflation overall.



Similarly, the survey asked respondents about various elements of the housing market, including availability, cost, and quality of housing in the state. Even if not their top issue, virtually all respondents said the cost of housing in New Jersey was a problem, with 60 percent calling it a “major problem” and 29 percent calling it “somewhat a problem.” Moreover, 75 percent of New Jersey voters said there are not enough homes in their community that average people can afford. Across a variety of measures, a majority of New Jerseyans are unhappy with their state’s housing market.

These results are not driven only by voters in the central urban areas where housing tends to be the most expensive. For example, 56 percent of respondents in Jersey Shore towns say the cost of housing is a “major problem,” as do 64 percent of respondents who reside in rural areas throughout New Jersey.

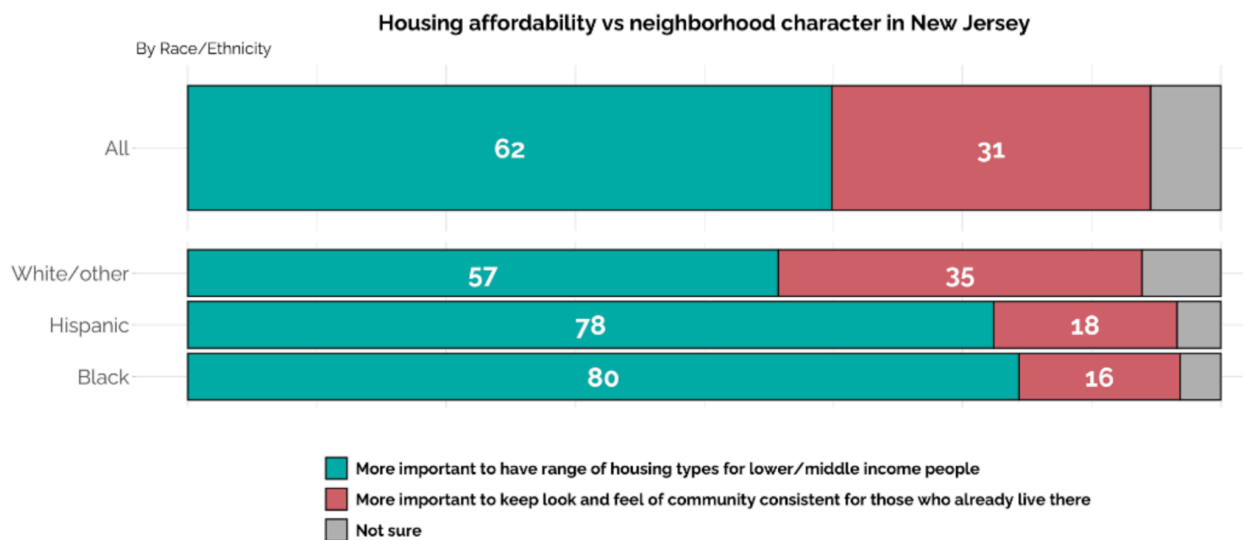
Voters say housing is a top concern of theirs even when the goal of new housing is pitted against other key priorities such as keeping the look and feel of the community consistent with the desires of the people who already live there. Later in the survey,

voters were asked about these priorities:

And even if it isn't exactly right, which of the following is closer to your view?

- *It's more important to ensure that cities, towns, and boroughs have a range of housing types for people from different life stages and for people with middle and lower incomes who work there*
- *It's more important to keep the look and feel of the community consistent with the desires of the people who already live there*
- *Not sure*

As with the previous item, large majorities - including about 80 percent of Black respondents, 78 percent of Hispanic respondents, and 57 percent of White respondents agree that more homes and lowering costs were more important priorities.



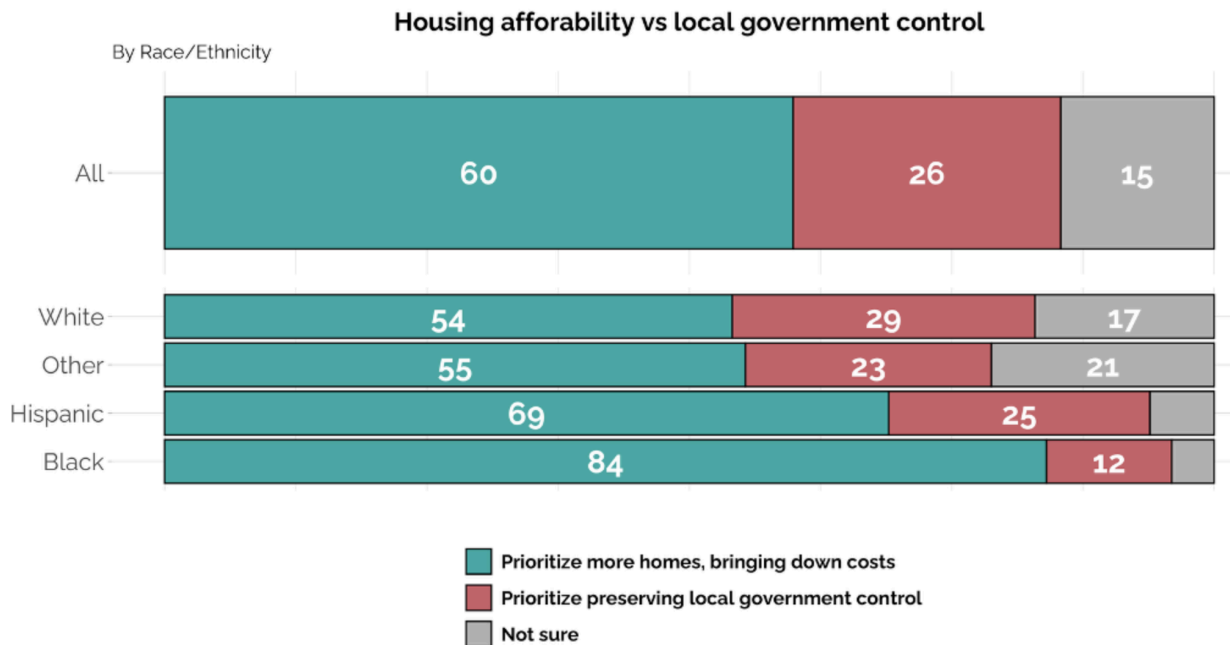
Similarly, respondents were also asked to prioritize either new homes or preserving the power of local governments to set rules around new homes in their communities. Respondents were asked,

Even if it isn't exactly right, which comes closer to describing your opinion?

- *New Jersey state legislators should prioritize building more homes and bringing down housing costs*
- *New Jersey state legislators should prioritize preserving the power city, town, and borough governments have over what types of homes can be built and where*
- *Not sure*

While voters across the state prioritize building more homes over preserving government power, the survey found that Black respondents placed particular priority on expanding the housing supply over preserving local control. Fully 84 percent of Black

voters in New Jersey said more housing was more important than local government control.



Key new housing policies are popular

The survey also asked voters about several key new policies proposed in New Jersey to address housing costs. In the item, respondents were given information about the state of housing in New Jersey. Specifically, voters were shown:

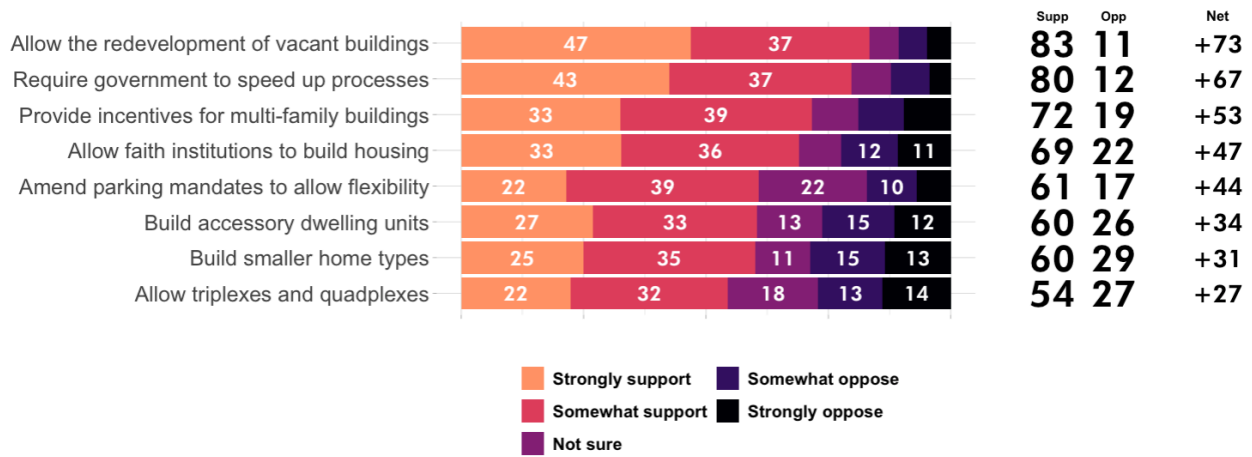
National experts have estimated we need 154,000 new homes to meet our housing needs here in New Jersey, and the state legislature is considering proposals to address this. Generally speaking, do you support or oppose this proposal?

- *Make it easier to build small, backyard homes - often called accessory dwelling units. These homes can be built in a backyard, above a garage, or in a basement. The proposal would allow these homes to be built on all residential lots anywhere there is existing housing*
- *Allow the redevelopment of vacant or underutilized strip malls and office buildings into new buildings that include homes*
- *Amend parking mandates to allow flexibility for builders and property owners near transit stations to determine how much paved parking they need on their property*
- *Provide state incentives for more multi-family buildings to be built near public transit*
- *Allow triplexes and quadplexes - three and four-unit homes in the same building - to fall under the building code that regulates single detached homes, rather than under the building code that regulates hotels and high rise apartments*
- *Make it easier to build smaller types of homes like duplexes, triplexes, quadplexes, and townhomes by allowing these smaller home types to be built on residential lots anywhere there are existing homes*

- *Require local governments to use a quick and clear process for making decisions about building permits to reduce how long it takes to build homes*
- *Allow faith institutions - churches, synagogues, and other faith communities - to build homes for people with lower incomes on land they own with a simplified permit process*

Each of these policies proved to be popular among New Jersey voters. Overall support for each policy enjoyed at least majority support among New Jersey voters, and all of them drew opposition from less than about 29 percent of New Jersey voters.

Support for new housing policies in New Jersey



Notably, these policies are popular across key subgroups of voters. The following tables show that overall each of these policies are popular across various key demographics, including across geography and across partisanship. New Jerseyans residing in urban, suburban, and rural areas across the state strongly support these policies as well. Democrats, Independents, and Republicans overall strongly support these policies.

Proposal	Jersey Shore	North Jersey	Central Jersey	South Jersey
Build accessory dwelling units	+23	+34	+36	+43
Allow the redevelopment of vacant buildings	+73	+70	+73	+78
Amend parking mandates to allow flexibility	+38	+45	+43	+48
Provide incentives for multi-family buildings	+45	+55	+55	+56
Allow triplexes and quadplexes	+18	+30	+29	+31
Build smaller home types	+10	+37	+38	+36
Require government to speed up processes	+63	+69	+67	+70
Allow faith institutions to build housing	+35	+45	+55	+53

Over half of Independents support the proposed policies overall. The policy most supported by Independent voters was, “Allow the redevelopment of vacant or underutilized strip malls and office buildings into new buildings that include homes.” Independent voters in New Jersey supported each of these policies by at least a +31 percentage point margin, and Republicans supported each of them by at least a +7 percentage point margin. Voters generally support each of these key reforms.

Proposal	Democrat	Independent	Republican
Build accessory dwelling units	+46	+32	+20
Allow the redevelopment of vacant buildings	+83	+75	+60
Amend parking mandates to allow flexibility	+53	+36	+34
Provide incentives for multi-family buildings	+75	+46	+28
Allow triplexes and quadplexes	+43	+32	+7
Build smaller home types	+51	+31	+8
Require government to speed up processes	+78	+61	+56
Allow faith institutions to build housing	+60	+53	+29

“Allow the redevelopment of vacant buildings” was the policy favored most across the board in New Jersey regions, with about 84 percent support across the state. Notably, each of these policies enjoyed majority support across urban, suburban, and rural parts of the state.

Voters throughout the state, controlling for a variety of other key demographic and political factors, are concerned about the availability of housing in New Jersey. They support a variety of reforms that would make housing more abundant and affordable.

Conclusion

Voters across the state of New Jersey say housing availability and affordability are serious issues for the state. These concerns are felt among voters who live in all parts of the state, not just in more dense or urban areas. Perhaps not surprisingly, these same voters also say they support a variety of key reforms that would help address the housing crisis in New Jersey. Support for these policies remains high even controlling for key factors like geography and partisanship.

Even when facing the trade-off between new housing and preserving local government control, voters strongly say they prioritize new housing. This includes overwhelming support for new housing policies among the state’s Black and Hispanic voters, as well as

net positive support for new housing over keeping the look and feel of the community among White voters. New Jerseyans are more concerned about being able to afford to live and own a home in New Jersey than they are with preserving its housing status quo.

Methodology Statement

This survey is based on 1,083 interviews conducted by YouGov on the internet of New Jersey registered voters. The sample was weighted according to gender, age, race/ethnicity, education, and New Jersey state region based on voter registration lists, the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote, 2022 midterm election turnout, and approximate 2024 Presidential vote based on available results. Respondents were selected from YouGov to be representative of registered voters. The weights range from 0.17 to 4.78 with a mean of 1 and a standard deviation of 0.55.

The margin of error (a 95% confidence interval) for a sample percentage p based upon the subsetting sample is approximately 3.3%. It is calculated using the formula:

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + CV^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey. Some questions withheld for later release.