



2025 Polling Results

NJ voters want state lawmakers to take action on housing.

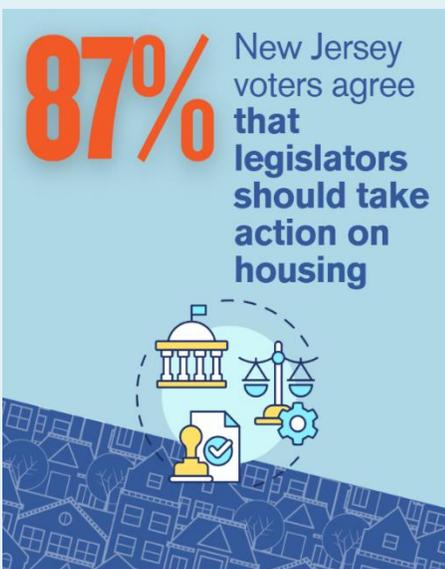
Three in four (75%) of New Jersey voters say that our state simply does not have enough homes that are affordable to rent or buy for the average person. A new statewide poll commissioned by Great Homes and Neighborhoods for All (GHNA) in September of 2025 shows deep concern about housing affordability and availability in the Garden State, a strong desire to see legislative action, and broad support for policies being proposed by GHNA.

Download poll results:

[Toplines](#)

[Crosstabs](#)

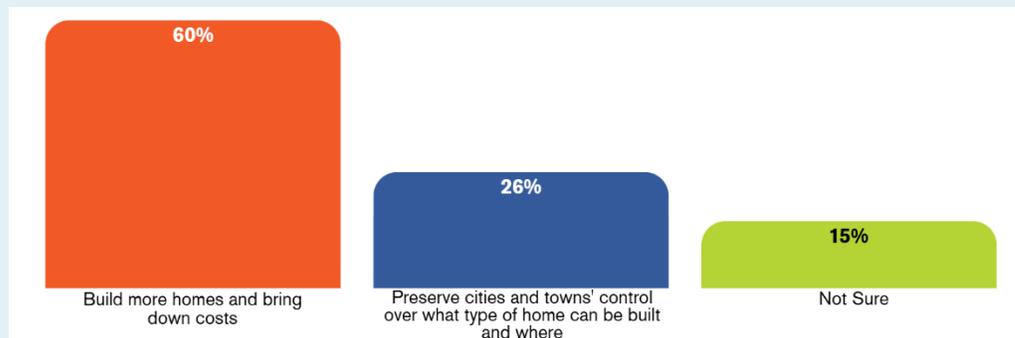
[Poll Memo](#)



The survey of 1,083 voters across New Jersey—conducted by YouGov on behalf of Great Homes and Neighborhoods for All—showed strong support for more homes and legislative action. Nearly nine in ten (89%) of voters surveyed identify the cost of renting or buying a home in New Jersey as a problem, and nearly nine in ten voters (87%) say the State Legislature should take action to address the shortage of homes and cost of housing.

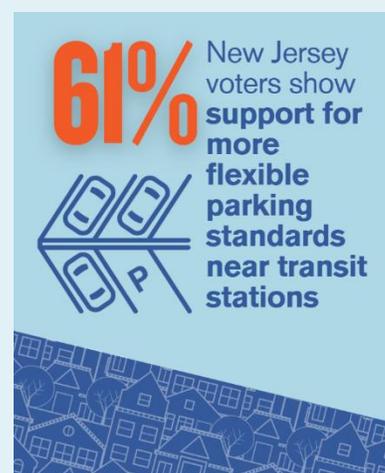
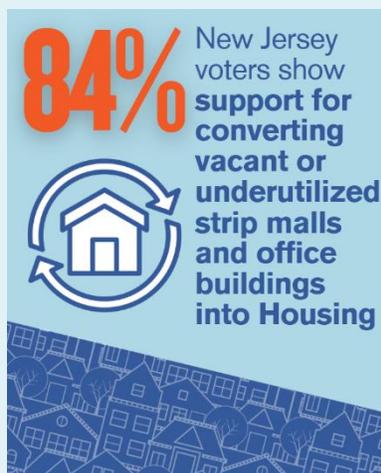
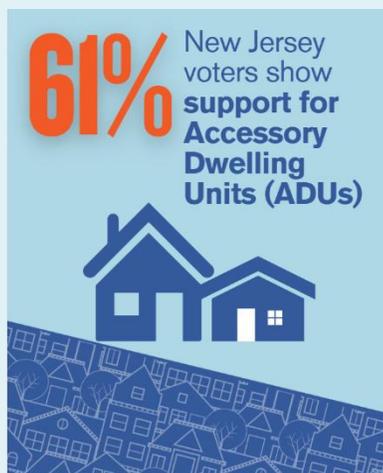
When asked about whether legislators should prioritize building more homes or preserving the power cities and towns have, respondents overwhelmingly support prioritizing more homes (60% to 26%). Respondents also believe it's more important for towns to have a range of housing types for people with different needs and incomes over keeping the community consistent with the desires of people who already live there (62% to 31%).

When asked if legislators should prioritize building more homes and bringing down housing costs over preserving the power cities have over what types of homes can be build and where, a majority said that legislators should prioritize more housing.



Voters also strongly support a variety of housing solutions. When asked about the following options, New Jersey voters overwhelmingly said “yes” to these policy reforms, which are currently under consideration in the Legislature and on the Great Homes and Neighborhoods for All action agenda:

- Allowing accessory dwelling units ([S2347/A2792](#)): 61% support
- Allowing the redevelopment of vacant or underutilized strip malls and office buildings ([S1408/A2757](#)): 84% support
- Allowing for flexible parking requirements for residential developments near transit ([S2974/A3043](#)): 61% support
- Providing incentives for more homes near transit ([S4037/A1210](#)): 72% support



When asked about other potential solutions, New Jerseyans are strongly supportive of the following reforms to address our housing supply and affordability challenges:

- Allowing duplexes, triplexes, and townhomes anywhere there are residential homes: 62% support
- Allowing triplexes and fourplexes to be built under the residential code: 55% support
- Requiring local governments to use quick and clear processes for building permits: 80% support
- Allowing faith institutions to build homes on their land using a simplified process: 70% support

The survey results are clear: New Jersey residents support allowing more homes in their communities.

What GHNA Steering Committee members are saying about the results:

“The message from New Jersey voters couldn’t be clearer: the housing crisis is personal, and they want action,” **said Zoe Baldwin, VP of State Programs for Regional Plan Association.** “Across age, race, and party lines, the vast majority of residents are feeling the pressure of high housing costs and are ready for bold, state-level solutions. If we want to keep the next generation here in New Jersey and build a stronger economy, we need to ensure that every community has a mix of housing that meets the needs of real people.”



“Our communities thrive when the people who teach our children, care for our families, and keep our economy running can afford to live nearby,” **said Al-Tariq Witcher, Managing Director of External Affairs at Fair Share Housing Center.** “It’s encouraging that the overwhelming majority of New Jerseyans support common-sense reforms, like repurposing vacant buildings and creating a broader mix of homes for working families.”

“Housing affordability is a major issue for New Jerseyans and voters are looking for results. We hope that policymakers will further prioritize employing the diverse set of solutions we need to revitalize housing production, our economy and our communities,” **said Jeff Kolakowski, CEO of the New Jersey Builders Association.**



“This poll provides a clear-eyed rebuttal to the tired NIMBY (Not In My Back Yard) arguments of the past. It also speaks to the needs for all municipalities to streamline approval processes that prioritize affordable housing at all income levels. Finally, we need to move away from the preservation of home types geared for how families lived 30-40 years ago and toward building new homes that match the needs of today’s families,” **said Peter Rosario, President & CEO of La Casa de Don Pedro.**

"New Jersey's housing crisis is not a distant concern, but a reality impacting families across our state," said **Pete Kasabach, executive director of New Jersey Future**. "When three out of four voters say there aren't enough affordable homes to rent or buy, and nearly as many report that high housing costs are hurting their lives, the message is undeniable: we cannot afford to wait. These results call for bold state and local leadership, policies that make it easier to produce housing, and an unwavering commitment to ensuring every resident has access to a home in a community that meets their needs."



"These survey results validate what led to the creation of Princeton GROWS in the first place: the vast majority of New Jersey residents across a variety of backgrounds support sensible reforms to promote housing affordability and inclusion, but this message too often does not filter down to the local meetings where housing policy decisions are made. Princeton GROWS supports the state-level policy reforms referenced in the survey and urges policymakers in all New Jersey communities to take the results of this survey to heart by ensuring that decisions behind zoning and land use policies are reflective of the perspectives of all residents." **said Matt Mleczo, President of Princeton GROWS.**

About Great Homes and Neighborhoods for All: Great Homes and Neighborhoods for All believes everyone in New Jersey deserves an affordable place to live in a safe, vibrant community. We are a statewide, pro-housing initiative tackling New Jersey's housing and neighborhood challenges, inadequate systems for land use and zoning, and the resulting racial, socioeconomic, and health inequities by advocating for state policy changes, supporting local planning, and cultivating a network of local pro-housing campaigns. The initiative is led by a Steering Committee that includes advocates for smart growth, fair housing, and housing justice; for-profit and nonprofit developers, and community development leaders; academics, local pro-housing campaign representatives, and land use planners.

For more information, visit bit.ly/ghna_nj or write to ghna@njfuture.org.

Follow Great Homes and Neighborhoods for All on [Facebook](#), [Instagram](#), and [Bluesky](#), and [sign up for the GHNA mailing list](#).