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New Jerseyans Say Housing Is Increasingly Unaffordable, Citing Rising Costs and Stagnant Incomes

Residents support preserving original intent of Affordable Housing Trust Fund as well as statewide rent control and luxury home surcharge to bolster affordability

NEW BRUNSWICK, N.J. (May 20, 2025) – Half or more of New Jerseyans say their housing costs aren't affordable (33% "not very," 18% "not at all") and that it is only getting more difficult to pay them (56%), according to a Rutgers-Eagleton Poll conducted last month in collaboration with the Housing and Community Development Network of New Jersey.

Three-quarters of respondents blame the lack of housing affordability on incomes not keeping pace with housing cost increases (42%) and the housing price increases themselves (33%); about one in 10 (11%) cite mortgage rates, 4% say homebuying surges, and 1% say housing construction slowdowns.

Twenty-seven percent report spending less than one-third of their total monthly household income on rent or mortgage payments each month, 38% say they spend one-third to half of their total monthly household income, and 25% spend more than half.

"It is no wonder that affordability, cost of living, and property taxes are perennially some of

Housing Affordability Rutgers-Eagleton Poll

New Jerseyans' top concerns given how much they report paying and how increasingly difficult they feel it is to afford housing," said [Ashley Koning](#), an assistant research professor and director of the [Eagleton Center for Public Interest Polling](#) (ECPIP) at [Rutgers University-New Brunswick](#). "Views on housing affordability in the Garden State have not improved in our polling over time."

Poll respondents are supportive of legislative measures to address housing affordability, including preserving the New Jersey Affordable Housing Trust Fund for its intended purpose – housing development and rehabilitation – as well as other measures to address housing costs.

When told that a small fee from the sale of New Jersey properties has been used to pay for other housing programs instead of to create affordable homes as intended, 63% of residents say the fee should be used for its original intended purpose: the development and rehabilitation of affordable homes. Seventeen percent say the fee should be used for other programs and 20% are unsure.

"New Jerseyans are being squeezed by rising rents, mortgages, utility and grocery costs," said [Staci Berger](#), president and chief executive officer of the [Housing and Community Development Network of New Jersey](#). "The demand for affordable homes is at an all-time high but the supply can't keep up without public investment. New Jerseyans support preserving the trust fund because they know it is challenging and yet, essential to have a safe, quality home they can afford. In the current state budget proposal, the Affordable Housing Trust Fund would be diverted to other housing adjacent programs."

When it comes to a number of other measures meant to make housing more affordable, 69% support offering first-generation homebuyers down payment assistance, 61% of New Jerseyans support adopting statewide rent control, and 53% support increasing rental assistance.

When asked whether they would support or oppose New Jersey enacting a surcharge on the sale of luxury homes exceeding \$2 million, 60% of respondents support it, 25% oppose it, and 16% are unsure.

New Jerseyans are less likely to support encouraging building more apartments (45%), ending the use of credit checks for renters (28%), and raising the eviction filing fee (23%).

Results are from a statewide poll of 1,058 adults contacted through the probability-based [Rutgers-Eagleton/SSRS Garden State Panel](#) from April 1 to April 10. The full sample has a margin of error of +/- 4.1 percentage points.

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Broadcast interviews: Rutgers University-New Brunswick has broadcast-quality television and radio studios available for remote live or taped interviews with Rutgers experts. For more information, contact Kiana Miranda at kiana.miranda@eagleton.rutgers.edu.

ABOUT THE EAGLETON CENTER FOR PUBLIC INTEREST POLLING

Home of the Rutgers-Eagleton Poll, the Eagleton Center for Public Interest Polling (ECPIP) was established in 1971 and is the oldest and one of the most respected university-based statewide polling operations in the United States. Now in its 52nd year and with the publication of over 200 polls, ECPIP's mission is to provide scientifically sound, nonpartisan information about public opinion. To read more about ECPIP and view all of our press releases, published research and data archive, please visit our website: eagletonpoll.rutgers.edu. You can also visit our [Facebook](#) and [Bluesky](#).

ABOUT THE HOUSING AND COMMUNITY DEVELOPMENT NETWORK OF NJ

The [Housing and Community Development Network of New Jersey](#) is the statewide association of more than 275 community development corporations, individuals and other organizations that support the creation of affordable homes, economic opportunities, and strong communities. For more information on the Network, visit www.hcdnnj.org.

ABOUT THE RUTGERS-EAGLETON/SSRS GARDEN STATE PANEL

[The Rutgers-Eagleton/SSRS Garden State Panel](#) is a probability-based panel of New Jersey adults age 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. The ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. This data is stored securely and used to determine eligibility for specific studies (if needed). The Rutgers-Eagleton/SSRS Garden State Panel is a multi-mode panel. Internet households participate via web while all non-internet households (including those who have internet but are unwilling to take surveys online) participate via phone. Panelists also have the option of taking surveys in their preferred language (English or Spanish).

ABOUT THE EAGLETON INSTITUTE OF POLITICS

The Eagleton Center for Public Interest Polling is a unit of the Eagleton Institute of Politics at Rutgers University-New Brunswick. The Eagleton Institute studies how American politics and government work and change, analyzes how the democracy might improve and promotes political participation and civic engagement. The Institute explores state and national politics through research, education and public service, linking the study of politics with its day-to-day practice. To learn more about Eagleton programs and expertise, visit eagleton.rutgers.edu.

ABOUT RUTGERS UNIVERSITY-NEW BRUNSWICK

Rutgers University-New Brunswick is where Rutgers, The State University of New Jersey, began more than 250 years ago. Ranked among the world's top 60 universities, Rutgers's flagship university is a leading public research institution and a member of the prestigious Association of American Universities. It is home to internationally acclaimed faculty and has 12 degree-granting schools and a Division I Athletics program. It is the Big Ten Conference's most diverse university. Through its community of teachers, scholars, artists, scientists and healers, Rutgers is equipped as never before to transform lives.

QUESTIONS AND TABLES START ON THE FOLLOWING PAGE

Questions and Tables

The questions covered in this release are listed below. Column percentages may not add to 100% due to rounding. Respondents are New Jersey adults; all percentages are of weighted results. Interpret groups with samples sizes under 100 with extreme caution.

N1. Which of the following do you think impacted housing affordability the MOST in the last few years?

Income not keeping pace with housing cost increases	42%
Housing price increases	33%
Mortgage rates	11%
Homebuying surges	4%
Housing construction slowdowns	1%
Something else	4%
Don't know	5%
Unweighted N=	1058

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Income pace	43%	42%	38%	43%	40%	38%	50%	49%	38%	49%	38%	43%	37%
Price increases	11%	15%	37%	23%	15%	23%	11%	15%	11%	9%	19%	19%	26%
Mortg. rates	11%	8%	14%	13%	9%	10%	11%	10%	14%	7%	12%	10%	14%
Buying surges	5%	4%	4%	5%	4%	5%	2%	4%	4%	4%	6%	4%	2%
Slowdowns	1%	2%	1%	1%	2%	2%	2%	1%	<1%	2%	3%	<1%	1%
Other	2%	5%	7%	6%	3%	6%	1%	2%	3%	7%	3%	3%	6%
Don't know	4%	7%	3%	5%	5%	4%	9%	5%	5%	7%	3%	5%	4%
Unwt N=	444	435	179	457	598	515	203	238	101	275	271	274	238

**Housing Affordability
Rutgers-Eagleton Poll**

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Income pace	44%	45%	37%	42%	47%	41%	40%	37%	44%	37%	46%	47%	39%
Price increases	16%	15%	19%	20%	17%	21%	13%	22%	15%	20%	14%	17%	21%
Mortg. rates	11%	7%	12%	14%	9%	9%	8%	15%	13%	13%	11%	7%	11%
Buying surges	3%	3%	5%	5%	2%	4%	7%	2%	6%	4%	6%	4%	3%
Slowdowns	3%	1%	2%	1%	2%	2%	1%	1%	1%	3%	1%	1%	1%
Other	2%	5%	9%	2%	4%	4%	3%	6%	5%	6%	3%	5%	3%
Don't know	9%	4%	3%	3%	6%	5%	6%	4%	3%	9%	2%	3%	3%
Unwt N=	288	278	205	211	153	346	165	225	169	228	274	253	302

	Party ID	
	Own house	Rent house/apt/rooms
Income pace	42%	43%
Price increases	32%	32%
Mortg. rates	13%	8%
Buying surges	4%	4%
Slowdowns	2%	1%
Other	4%	3%
Don't know	3%	8%
Unwt N=	616	350

N2. How affordable do you feel your monthly housing costs are?

Very affordable	8%
Somewhat affordable	39%
Not very affordable	33%
Not at all affordable	18%
Don't know	2%
Unweighted N=	1058

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Very	10%	6%	7%	9%	7%	9%	8%	7%	2%	5%	5%	9%	12%
Somewhat	40%	37%	41%	37%	40%	45%	29%	33%	31%	27%	38%	38%	53%
Not very	33%	35%	30%	35%	32%	32%	35%	30%	41%	38%	33%	38%	21%
Not at all	15%	19%	21%	16%	20%	12%	24%	26%	22%	24%	21%	14%	12%
Don't know	2%	4%	1%	3%	2%	1%	4%	3%	3%	6%	2%	<1%	1%
Unwt N=	444	435	179	457	598	515	203	238	101	275	271	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Very	4%	8%	6%	14%	5%	8%	10%	12%	5%	5%	5%	7%	15%
Somewhat	28%	35%	52%	44%	34%	38%	46%	31%	46%	36%	34%	41%	45%
Not very	29%	33%	32%	33%	32%	36%	32%	30%	33%	30%	33%	41%	30%
Not at all	36%	22%	8%	8%	24%	17%	11%	21%	16%	25%	25%	10%	9%
Don't know	3%	2%	2%	<1%	5%	1%	1%	6%	<1%	4%	3%	2%	1%
Unwt N=	288	278	205	211	153	346	165	225	169	228	274	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Very	10%	4%
Somewhat	45%	27%
Not very	33%	31%
Not at all	11%	34%
Don't know	1%	3%
Unwt N=	616	350

N3. Compared to two years ago, has it gotten more difficult for your household to make monthly rent or mortgage payments, less difficult, or is your household's ability to pay them about the same as it was two years ago?

More difficult	56%
Less difficult	5%
No impact at all	34%
Don't know	4%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
More difficult	53%	58%	59%	53%	59%	49%	68%	64%	64%	69%	67%	54%	33%
Less difficult	7%	3%	6%	5%	6%	6%	5%	3%	8%	5%	7%	5%	4%
No impact	38%	34%	27%	39%	30%	41%	26%	26%	24%	17%	23%	40%	59%
Don't know	1%	5%	8%	3%	5%	4%	1%	7%	3%	9%	2%	<1%	5%
Unwt N=	444	434	179	456	598	514	203	238	101	275	271	274	237

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
More difficult	74%	66%	50%	38%	58%	58%	42%	56%	65%	63%	61%	50%	49%
Less difficult	4%	3%	7%	7%	11%	4%	5%	5%	4%	4%	5%	6%	7%
No impact	15%	27%	42%	52%	27%	35%	48%	33%	29%	27%	29%	38%	44%
Don't know	7%	4%	1%	3%	4%	4%	5%	7%	3%	6%	4%	6%	<1%
Unwt N=	288	278	204	211	153	346	164	225	169	228	274	253	301

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
More difficult	47%	76%
Less difficult	6%	4%
No impact	44%	15%
Don't know	3%	6%
Unwt N=	615	350

N4. Approximately what portion of your total monthly household income would you say you spend on your rent or mortgage payment each month?

Less than one-third of total monthly income	27%
One-third to half of total monthly household income	38%
More than half of total monthly household income	25%
Don't know	10%
Unweighted N=	1055

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
LT one-third	27%	25%	30%	33%	22%	36%	9%	16%	27%	9%	23%	30%	49%
Third to half	42%	36%	34%	36%	39%	36%	47%	36%	35%	45%	34%	45%	25%
MT half	22%	28%	26%	22%	28%	17%	35%	40%	27%	33%	38%	19%	9%
Don't know	9%	11%	10%	9%	11%	11%	10%	9%	10%	14%	5%	6%	16%
Unwt N=	443	433	179	456	596	513	202	238	101	275	271	274	235

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
LT one-third	10%	18%	30%	52%	35%	24%	35%	27%	19%	17%	19%	28%	46%
Third to half	30%	46%	41%	35%	29%	41%	39%	35%	41%	39%	36%	41%	35%
MT half	50%	26%	17%	9%	30%	24%	10%	28%	32%	31%	34%	19%	15%
Don't know	11%	9%	12%	5%	6%	11%	16%	11%	8%	13%	10%	12%	5%
Unwt N=	286	277	205	211	153	346	164	223	169	227	273	252	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
LT one-third	35%	10%
Third to half	37%	42%
MT half	17%	42%
Don't know	11%	6%
Unwt N=	613	350

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Increasing rental assistance

Support	53%
Oppose	31%
Don't know	16%
Unweighted N=	1058

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	68%	52%	28%	51%	54%	41%	81%	65%	55%	71%	51%	49%	39%
Oppose	15%	31%	58%	35%	26%	38%	11%	25%	29%	15%	34%	34%	41%
Don't know	17%	17%	15%	13%	19%	21%	8%	9%	16%	14%	15%	17%	20%
Unwt N=	444	435	179	457	598	515	203	238	101	275	271	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	70%	60%	42%	40%	61%	58%	44%	48%	48%	59%	59%	47%	45%
Oppose	21%	25%	38%	38%	26%	25%	32%	39%	37%	31%	29%	30%	33%
Don't know	8%	15%	20%	22%	14%	17%	24%	13%	15%	11%	12%	23%	22%
Unwt N=	288	278	205	211	153	346	165	225	169	228	274	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	41%	75%
Oppose	39%	15%
Don't know	20%	10%
Unwt N=	616	350

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Adopting statewide rent control

Support	61%
Oppose	24%
Don't know	15%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	72%	70%	63%	41%	61%	63%	54%	65%	58%	62%	73%	60%	50%
Oppose	15%	16%	26%	40%	23%	23%	29%	22%	26%	21%	16%	29%	31%
Don't know	13%	14%	11%	19%	16%	14%	17%	12%	15%	17%	11%	11%	19%
Unwt N=	287	278	205	211	153	345	165	225	169	227	274	253	302

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	72%	58%	48%	57%	64%	53%	79%	70%	63%	70%	58%	58%	57%
Oppose	12%	27%	40%	31%	18%	31%	9%	14%	25%	14%	26%	27%	30%
Don't know	16%	15%	12%	12%	18%	15%	12%	17%	12%	16%	16%	15%	13%
Unwt N=	443	435	179	457	597	515	203	237	101	274	271	274	238

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	55%	73%
Oppose	31%	11%
Don't know	14%	16%
Unwt N=	616	349

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Offering first-generation homebuyers down payment assistance

Support	69%
Oppose	21%
Don't know	10%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	81%	64%	57%	62%	75%	59%	95%	79%	70%	87%	65%	67%	56%
Oppose	9%	25%	33%	29%	14%	28%	2%	10%	25%	6%	22%	21%	36%
Don't know	10%	11%	10%	9%	11%	13%	3%	11%	5%	7%	13%	12%	8%
Unwt N=	444	434	179	456	598	514	203	238	101	275	271	274	237

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	81%	76%	67%	57%	71%	68%	61%	74%	72%	69%	79%	65%	65%
Oppose	12%	16%	21%	32%	20%	21%	25%	20%	19%	20%	15%	23%	24%
Don't know	7%	8%	11%	11%	9%	12%	14%	6%	9%	10%	7%	12%	11%
Unwt N=	288	278	205	210	153	346	164	225	169	228	274	253	301

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	62%	82%
Oppose	27%	10%
Don't know	11%	8%
Unwt N=	615	350

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Ending the use of credit checks for renters

Support	28%
Oppose	53%
Don't know	18%
Unweighted N=	1058

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	34%	27%	21%	26%	30%	19%	55%	39%	24%	39%	32%	24%	18%
Oppose	47%	53%	64%	56%	51%	63%	28%	42%	55%	35%	56%	61%	62%
Don't know	19%	20%	15%	18%	19%	18%	16%	19%	21%	26%	12%	16%	20%
Unwt N=	444	435	179	457	598	515	203	238	101	275	271	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	47%	29%	22%	18%	33%	29%	18%	30%	28%	37%	36%	22%	16%
Oppose	39%	49%	62%	64%	50%	53%	53%	49%	62%	47%	46%	57%	64%
Don't know	14%	22%	16%	18%	18%	18%	29%	21%	10%	16%	18%	21%	20%
Unwt N=	288	278	205	211	153	346	165	225	169	228	274	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	20%	49%
Oppose	64%	34%
Don't know	16%	17%
Unwt N=	616	350

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Encouraging building more apartments

Support	45%
Oppose	34%
Don't know	21%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	53%	45%	33%	52%	39%	35%	61%	58%	51%	47%	51%	40%	43%
Oppose	27%	35%	43%	31%	37%	40%	24%	29%	24%	33%	30%	35%	38%
Don't know	21%	20%	24%	17%	24%	25%	15%	13%	25%	21%	20%	25%	19%
Unwt N=	443	435	179	456	598	515	203	237	101	275	270	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	56%	43%	39%	43%	56%	42%	40%	46%	44%	51%	38%	40%	49%
Oppose	23%	39%	37%	37%	22%	39%	38%	34%	32%	30%	42%	41%	25%
Don't know	21%	18%	24%	20%	22%	19%	22%	20%	24%	19%	20%	19%	26%
Unwt N=	287	278	205	211	153	346	165	224	169	227	274	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	39%	58%
Oppose	38%	24%
Don't know	23%	18%
Unwt N=	616	349

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Raising the eviction filing fee

Support	23%
Oppose	42%
Don't know	34%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	26%	21%	24%	24%	22%	19%	27%	31%	26%	33%	21%	24%	15%
Oppose	31%	49%	52%	45%	40%	47%	37%	36%	40%	26%	51%	46%	47%
Don't know	44%	30%	24%	30%	38%	34%	36%	33%	35%	42%	28%	30%	37%
Unwt N=	444	435	178	457	597	515	202	238	101	274	271	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	29%	27%	20%	19%	33%	22%	18%	20%	25%	22%	29%	25%	20%
Oppose	41%	32%	48%	49%	35%	41%	44%	49%	46%	46%	38%	39%	44%
Don't know	30%	41%	32%	32%	33%	37%	38%	31%	29%	32%	33%	36%	36%
Unwt N=	287	278	205	211	153	346	165	224	169	228	273	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	18%	36%
Oppose	48%	33%
Don't know	34%	31%
Unwt N=	616	349

N5. Please indicate whether you would support or oppose the New Jersey State government enacting the following measures.

Charging a surcharge on the sale of luxury homes over \$2 million

Support	60%
Oppose	25%
Don't know	16%
Unweighted N=	1057

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Support	60%	66%	67%	50%	58%	59%	60%	61%	61%	59%	59%	61%	60%
Oppose	18%	18%	27%	34%	23%	22%	27%	27%	28%	20%	27%	26%	27%
Don't know	22%	15%	7%	16%	19%	19%	14%	12%	11%	22%	14%	13%	13%
Unwt N=	287	278	205	211	153	346	165	224	169	227	274	253	302

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Support	72%	54%	47%	53%	65%	59%	58%	61%	61%	63%	59%	61%	54%
Oppose	12%	29%	38%	32%	18%	30%	16%	15%	25%	16%	26%	24%	33%
Don't know	15%	17%	15%	15%	17%	11%	25%	23%	14%	21%	15%	15%	13%
Unwt N=	443	435	179	456	598	515	202	238	101	274	271	274	238

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Support	58%	60%
Oppose	29%	16%
Don't know	13%	23%
Unwt N=	616	349

**Housing Affordability
Rutgers-Eagleton Poll**

N6. When NJ properties are sold, a small fee is set aside to create affordable homes, but recently this fee has been used to pay for other housing programs. Should these funds be used solely for their original intention, or for other housing programs?

Original intention	63%
Other programs	17%
Don't know	20%
Unweighted N=	1056

	Party ID			Gender		Race or Ethnicity				Age			
	Dem	Ind	Rep	Man	Woman	Wht	Blk	Hisp	Other	18-34	35-49	50-64	65+
Original	65%	64%	57%	67%	59%	65%	54%	61%	62%	53%	58%	67%	74%
Other	15%	16%	24%	17%	17%	17%	23%	15%	17%	17%	21%	18%	13%
Don't know	20%	20%	18%	16%	24%	18%	22%	24%	20%	30%	21%	15%	14%
Unwt N=	443	434	179	455	598	514	203	237	101	275	269	274	238

	Income				Region					Education			
	<\$50K	\$50K- <\$100K	\$100K- <\$150K	\$150K+	Urban	Suburb	Exurban	Phil/ South	Shore	HS or less	Some college	College grad	Grad work
Original	58%	65%	62%	69%	58%	63%	65%	67%	61%	58%	65%	63%	66%
Other	17%	16%	19%	18%	22%	17%	12%	17%	17%	19%	19%	17%	14%
Don't know	25%	19%	19%	13%	20%	20%	23%	15%	21%	22%	16%	20%	20%
Unwt N=	287	278	205	210	153	346	165	224	168	227	273	253	302

**Housing Affordability
Rutgers-Eagleton Poll**

	Party ID	
	Own house	Rent house/apt/rooms
Original	68%	53%
Other	17%	20%
Don't know	16%	27%
Unwt N=	615	349

Methodology

The Rutgers-Eagleton Poll was conducted using the [Rutgers-Eagleton/SSRS Garden State Panel](#) from April 1 to 10, 2025, with a scientifically selected random sample of 1,058 New Jersey adults, 18 or older. The Rutgers-Eagleton/SSRS Garden State Panel is a probability-based panel of New Jersey adults aged 18 or older. Members are recruited randomly based on statewide representative ABS (Address Based Sample) design. ABS sample is drawn from the Delivery Sequence File (DSF) maintained by the U.S. Postal Service. Population coverage of the DSF is in the 98%-99% range. During the recruitment process, full demographic information on panelists is collected. The Rutgers/SSRS Garden State Panel is a multi-mode panel. For this poll, only Internet households were invited to participate via web; non-internet households were not included. Sample drawn was stratified by county, age, gender, race and ethnicity, and education to ensure adequate representation of each demographic group. Only panelists who complete surveys by web in English were eligible for selection for this study.

Data were weighted to represent the adult population of New Jersey. Weighting was done by applying a base weight, making an adjustment to account for the oversampling of Black or African American and Hispanic or Latino respondents and calibrating sample demographic distributions to match target population benchmarks.

The first step in the weighting was to apply a base weight, d_0 , that accounts for the recruitment sampling probabilities and respondent selection.

A composite adjustment was applied to combine the panel base sample and the panel oversamples of African Americans and Hispanics. This adjustment brought the proportion of the two targeted groups in the combined sample to equal the proportion of the main Garden State Panel sample.

The final base weight is the product of the initial base weight and the composite adjustments. The final base weight was standardized overall to sum up the number of interviews.

With the base weight applied, the data were weighted to balance the demographic profile of the sample to target population parameters.

Data were calibrated by raking sample distributions to target population distributions using iterative proportional fitting. This procedure balances each calibration variable to target benchmarks individually and iteratively. The entire set of calibration variables is cycled through until the weights converge across all dimensions.

Data were weighted to distributions of sex by age, sex by education, gender by race, age by race, age by education, detailed education, race/ethnicity, region, home tenure, number of adults per household, civic engagement, internet use frequency and 2024 recalled vote. Missing data in the raking variables were imputed using hot decking. Hot deck imputation replaces the missing values of a respondent randomly with another similar respondent without missing data. Hot decking was done using an SPSS macro detailed in 'Goodbye, Listwise Deletion: Presenting Hot Deck Imputation as an Easy and Effective Tool for Handling Missing Data' (Myers, 2011).

Table 1 shows the data sources used for calibration totals.

Table 1. Calibration Variable Sources

Dimension	Source
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<ul style="list-style-type: none"> • Sex • Age • Education • Race • Hispanic nativity • Number of adults in household • Home tenure 	Current Population Survey 2024 ¹
<ul style="list-style-type: none"> • Region 	American Community Survey 2023 ²
<ul style="list-style-type: none"> • Civic engagement • Internet frequency 	Modeled from SSRS Opinion Panel
<ul style="list-style-type: none"> • 2024 Presidential recalled vote 	National Election Pool

Weights were trimmed at the 4th and 96th percentiles to prevent individual interviews from having too much influence on survey-derived estimates.

Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response. The total sample design effect for this survey is 1.81.

All surveys are subject to sampling error, which is the expected probable difference between interviewing everyone in a population versus a scientific sampling drawn from that population. Sampling error should be adjusted to recognize the effect of weighting the data to better match the population. In this poll, the simple sampling error for 1,058 New Jersey adults is +/- 3.0 percentage points at a 95% confidence interval. The design effect³ is 1.81, making the adjusted margin of error +/- 4.1 percentage points. Thus, if 50% of New Jersey adults in this sample favor a particular position, we would be 95% sure that the true figure is between 45.9 and 54.1% (50 +/- 4.1) if all New Jersey adults had been interviewed, rather than just a sample.

Sampling error is only one possible source of error in a survey estimate. Sampling error does not consider other sources of variation inherent in public opinion studies, such as selection bias, non-response bias, question wording, context effects, or reporting accuracy, which may contribute additional error.

¹ Sarah Flood, Miriam King, Renae Rodgers, Steven Ruggles, J. Robert Warren, Daniel Backman, Annie Chen, Grace Cooper, Stephanie Richards, Megan Schouweiler, and Michael Westberry. IPUMS CPS: Version 12.0 [dataset]. Minneapolis, MN: IPUMS, 2024.

<https://doi.org/10.18128/D030.V12.0>

² U.S. Census Bureau. "Age and Sex." American Community Survey, ACS 1-Year Estimates Subject Tables, Table S0101, 2023.

³ Post-data collection statistical adjustments require analysis procedures that reflect departures from simple random sampling. We calculate the effects of these design features so that an appropriate adjustment can be incorporated into tests of statistical significance when using these data. The so-called "design effect" or *deff* represents the loss in statistical efficiency that results from a disproportionate sample design and systematic non-response.

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This Rutgers-Eagleton Poll was fielded by SSRS through the Rutgers-Eagleton/SSRS Garden State Panel. The questionnaire was developed and all data analyses were completed in house by the Eagleton Center for Public Interest Polling (ECPIP). Questions were paid for and sponsored by the Housing and Community Development Network of New Jersey (HCDNNJ). ECPIP is housed at the Eagleton Institute of Politics at Rutgers University- New Brunswick, a non-partisan academic center for the study of politics and the political process. Full questionnaires are available on request and can also be accessed through our archives at eagletonpoll.rutgers.edu. For more information, please contact poll@eagleton.rutgers.edu.

**Weighted Demographics
1,058 New Jersey Adults 18+
Overall Margin of Error = +/- 4.1 percentage points**

Please note: Totals may equal slightly more or less than 100% due to rounding.

		deff	MOE			deff	MOE
Man	47%	1.76	+/- 6.1%	White	55%	1.61	+/- 5.1%
Woman	53%	1.85	+/- 5.5%	Black	13%	2.07	+/- 7.3%
				Hispanic	20%	2.23	+/- 9.5%
18-34	25%	1.92	+/- 8.2%	Other	12%	1.54	+/- 12.1%
35-49	25%	1.80	+/- 8.0%				
50-64	27%	1.74	+/- 7.8%	<50K	26%	1.96	+/- 8.1%
65+	23%	1.78	+/- 8.5%	50K-<100K	27%	1.93	+/- 8.2%
				100K-<150K	25%	1.71	+/- 9.0%
Democrat	38%	1.84	+/- 6.3%	150K+	23%	1.56	+/- 8.4%
Independent	40%	1.81	+/- 6.3%				
Republican	22%	1.64	+/- 9.4%	Urban	17%	1.68	+/- 10.3%
				Suburb	35%	1.71	+/- 6.9%
HS or Less	32%	1.64	+/- 8.3%	Exurban	14%	1.94	+/- 10.6%
Some College	21%	1.93	+/- 8.2%	Phil/South	17%	2.14	+/- 9.6%
College Grad	23%	1.66	+/- 7.9%	Shore	17%	1.65	+/- 9.7%
Grad Work	25%	1.72	+/- 7.4%				