

EMBARGOED UNTIL 12:01 AM ON TUESDAY, MAY 13, 2025

Media contact:

Taylor Hallabuk
thallabuk@denterlein.com
570-637-3440



New Poll: Voters across Massachusetts support building more housing in their own neighborhoods

Large majorities of voters favor building more housing over protecting neighborhood character or preserving local control; housing remains the top concern across all demographics.

[Topline](#)

[Crosstabs](#)

[Highlights memo](#)

BOSTON, Mass. (May 13, 2025) – A new statewide poll commissioned by Abundant Housing Massachusetts (AHMA) finds that strong majorities of Massachusetts voters support building more homes in their own communities — even when it means changes to neighborhood character or local decision-making. 71% say building more homes people can afford is more important than protecting traditional neighborhood character, and 63% say it matters more than preserving local control over what types of housing get built. The findings suggest that support for new housing is broad and bipartisan.

The survey, conducted by The MassINC Polling Group on behalf of AHMA and based on responses from 803 registered voters, shows strong support for more housing and legislative action. More than four in five voters (81%) back new legislation to make it easier to build more homes and a greater variety of housing types across the Commonwealth. Housing remains the top concern for voters, ranking above inflation and immigration — underscoring the continued urgency for bold, solutions-driven action.

"These results confirm that Massachusetts residents continue to feel the strain of our severe housing shortage," said Jesse Kanson-Benanav, executive director of Abundant Housing MA. "Across the Commonwealth, voters want more housing solutions that create an abundance of housing opportunities for families, renters, and longtime homeowners alike. They're telling lawmakers: say yes to homes — and yes to the future of Massachusetts by passing reforms that will build more homes for everyday residents."

Key findings from the 2025 poll:

- 71% of voters say building more homes people can afford is more important than protecting traditional neighborhood character.
- 63% say building more homes and bringing down costs is more important than preserving local control over what type of housing gets built.

- Housing remains the top concern for voters, ranking above inflation, immigration, and taxes.
- More than four in five voters (81%) support legislation to make it easier to build more housing and offer a greater variety of housing types across the Commonwealth.
- Support for pro-housing solutions crosses party lines, geography, income, and race — with especially high support among renters (89%), non-white voters (86%), parents, and voters under age 45.
- A majority of voters also support several policies recommended in the state’s Unlocking Housing Production Commission report — signaling alignment between public opinion and proposed legislative solutions.

“Polls have shown for a couple years that housing is a top issue facing the state as a whole. What this poll shows is that there is support for doing something about that at the local level as well,” said Richard Parr, Senior Research Director at The MassINC Polling Group. “This survey shows that the loud opposition that often show up at local planning meetings are actually a minority. Most people, when presented with practical solutions, seem ready to say yes to more housing.”

“In cities like Haverhill, housing isn’t an abstract policy debate — it’s what determines whether people can stay close to work, family, and opportunity,” said Representative Andy Vargas (D-Haverhill). “This poll shows what many of us already know – that most folks want more housing, not more barriers to getting it built. We can’t let a vocal minority keep holding back solutions that reflect the reality on the ground.”

“Across the Commonwealth, we need smart, balanced policies that make it easier to build housing near jobs and transit,” said Senator Brendan Crighton (D-Lynn). “And I look forward to working with my colleagues, advocates, the administration, and most importantly, the families directly impacted, to deliver the housing our communities need.”

Recent milestones — including the release of the state’s first-ever [comprehensive housing plan](#) and the statewide legalization of accessory dwelling units (ADUs) through Governor Healey’s Affordable Homes Act — mark meaningful progress toward addressing the housing shortage. But the poll shows these steps are only part of the solution: just 27% of voters know that ADUs are now legal statewide, highlighting both a need for public education and a broader push to meet the scale of the housing crisis. Voters are calling for bold, sustained action across the Commonwealth.

As Beacon Hill prepares to debate major housing legislation, the message from voters is clear: Massachusetts needs bold reforms to build the homes our communities need.

###

About Abundant Housing Massachusetts

Abundant Housing Massachusetts is a non-profit organization founded in 2020 to advocate for the creation of abundant housing for all and to develop and support a network of grassroots, pro-housing groups and activists across Massachusetts. AHMA is committed to fostering a movement that includes diverse voices, geography, and people with different lived experiences to help shape an inclusive statewide pro-housing network.

About The MassINC Polling Group

The MassINC Polling Group is a nonpartisan public opinion research firm serving public, private, and social-sector clients. MPG elevates the public's voice with cutting edge methods and rigorous analysis. Based in Boston, MPG serves a nationwide client base.