

## MEMORANDUM

**TO:** INTERESTED PARTIES  
**FROM:** CHRIS PERKINS  
**SUBJECT:** DFW METRO AREA - VOTERS' OPINIONS ON HOUSING  
**DATE:** 1/27/2025

### Methodology

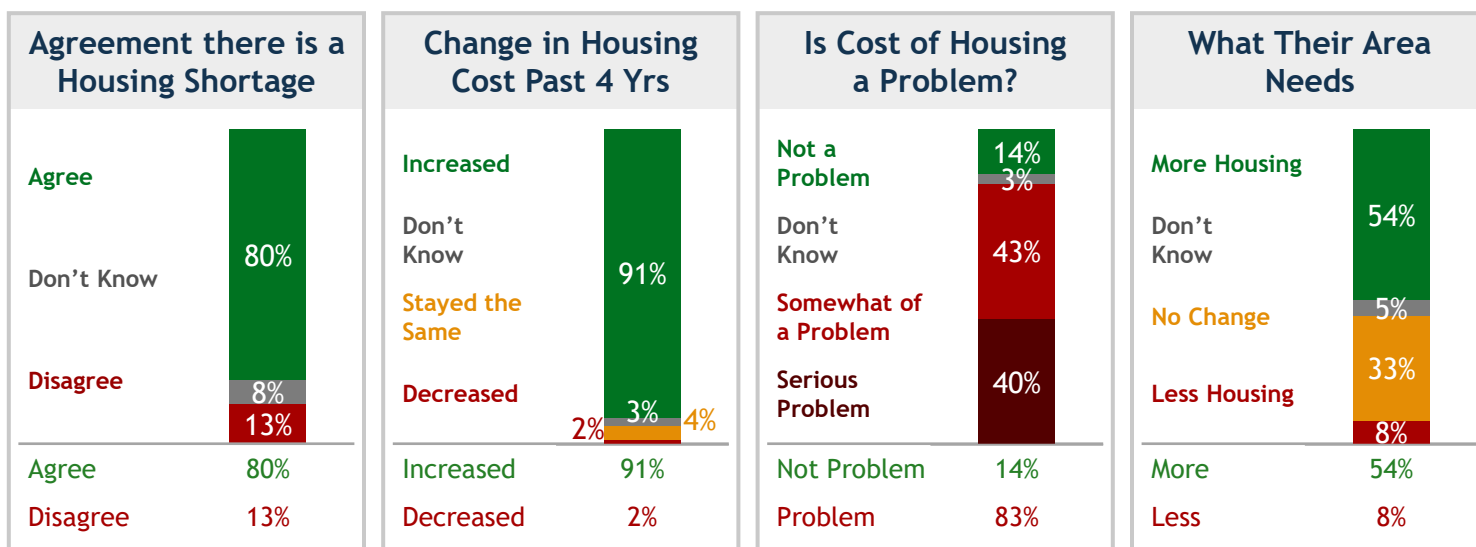
On behalf of The Texas Association of Business and Chambers of Commerce Foundation, Ragnar Research conducted a survey in the Dallas-Ft Worth Metro Area. This area includes Collin, Denton, Dallas, Rockwall, Johnson, and Tarrant Counties. Interviews were conducted January 5 through January 7, 2025 by live telephone operators, including landlines (4%) and cell phones (96%). There were 800 Likely Voter (LVs) respondents. Quotas on age, gender, ethnicity, education, and region were used to ensure a representative distribution. The study's margin of error is  $\pm 3.5\%$ .



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### Voters Agree There's a Problem with Housing Cost & Availability

The cost of housing in the DFW Metro Area is a serious issues for voters. Over 80% agree there's a shortage of reasonably priced homes, that the cost of housing has increased in the last 4 years and that is a problem. A plurality state it's a 'serious' problem, and a majority state they want more housing options.



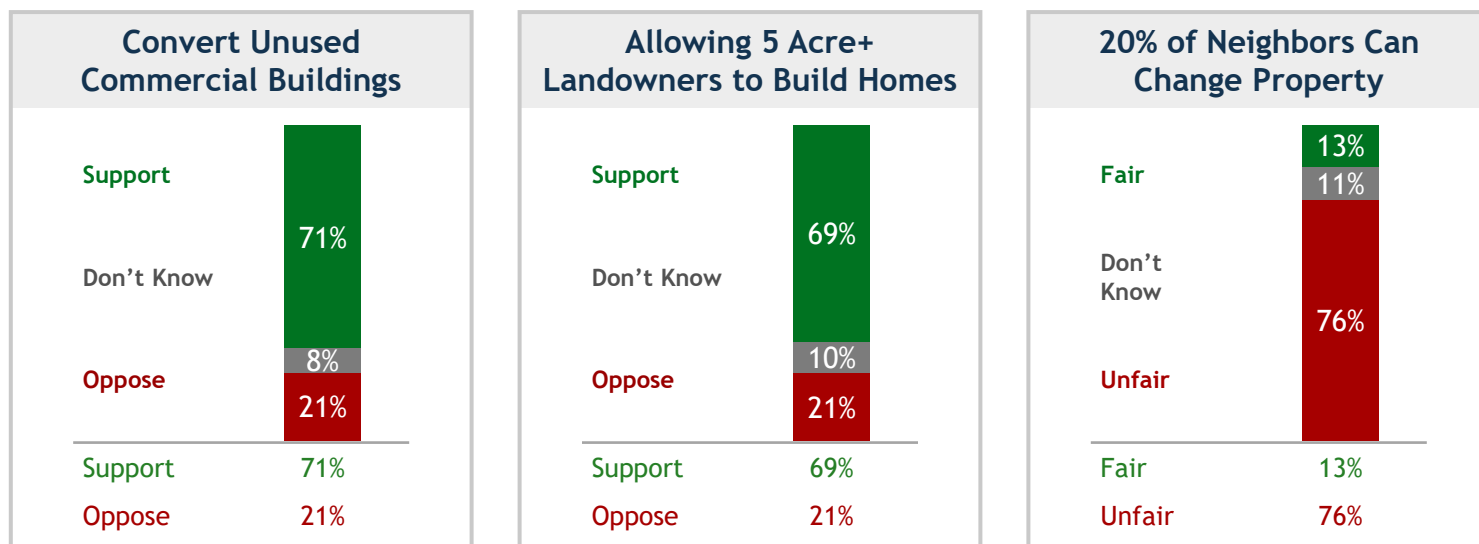
**Agreement there is a Housing Shortage:** Do you agree or disagree that there's a shortage of reasonably priced housing available in your area?  
**Change in Housing Cost Past 4 Yrs:** Do you think the cost of housing in your area has increased, decreased, or a stayed the same over the last four years?  
**Is Cost of Housing a Problem?:** Do you think the cost of housing in your area is a serious problem, somewhat of a problem, or not a problem at all?  
**What Their Area Needs:** Do you think that your area needs more housing options, less housing options, or no change in housing options?

## Voters Align on Key Solutions to Address Housing

There are several solutions that garner support with a majority of voters. This includes allowing the conversion of empty or underutilized office buildings to residential housing. Over 3 in 5 voters support this.

Roughly the same number of voters support allowing landowners to develop their land for housing. Specifically, they support landowners with 5 or more acres of land that are located in the outer area of cities.

Notably, voters also don't want neighbors to block development. Nearly 4 in 5 believe it is unfair that only 20% of neighboring property owners can change the use of an individual's land.



**Convert Unused Commercial Buildings:** Would you support or oppose allowing empty or underutilized office buildings to be converted to residential housing?

**Allowing 5 Acre+ Landowners to Build Homes:** Next, I'm going to read you a list of items the Texas Legislature is considering, please tell me if you support or oppose the item. The (first/next) one is... Allowing landowners of five or more acres of undeveloped land on the outskirts of cities to build homes of all different types and price points on the needs of buyers in the area.

**20% of Neighbors Can Change Property:** Do you think it is fair or unfair that twenty percent of neighboring property owners can change the use of your property to build more housing?

## Conclusion

It's impossible to ignore that voters in the DFW Metro Area are deeply concerned with their housing options. They understand there's a shortage, they know cost is increasing, and a majority want more options. Legislation can address this issue by making housing development easier - allow the conversion of commercial spaces, allow landowners to develop their own assets, and don't let a minority block the solution that a majority are asking for.

## About Chris Perkins

Chris Perkins is an expert in quantitative and qualitative analysis having conducted and analyzed survey data for over a decade on behalf of Republican candidates, colleges and universities, and Fortune 500 companies.

Perkins is considered one of the top public opinion experts in the United States and has been cited as among the most accurate pollsters in the country.

In Texas, Perkins was named the top pollster by Capitol Inside's bi-partisan "Texas Power Consultants" rankings for six consecutive election cycles, and is widely recognized to have been the most accurate pollster conducting surveys in Texas since 2010.