

YouGov / Fabians Survey Results

Sample Size: 1075 adults in Scotland (16+)
Fieldwork: 2nd - 10th February 2026

	Vote in 2024 GE					EU Ref 2016		Indy Ref		Gender		Age			
Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	1075	96	268	74	228	523	262	377	468	515	560	131	419	272	253
Unweighted Sample	1075	101	303	82	243	549	270	319	466	475	600	103	367	284	321
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following to handle the issue of housing in Scotland?

The SNP and John Swinney

A great deal	6	1	1	0	21	8	3	12	1	8	4	9	4	7	8
A fair amount	22	2	16	17	44	27	12	28	16	22	22	28	22	27	14
TOTAL A GREAT DEAL / FAIR AMOUNT	28	3	17	17	65	35	15	40	17	30	26	37	26	34	22
Not very much	29	25	34	39	19	28	29	32	28	29	29	26	34	28	24
Not at all	29	70	38	39	5	25	47	15	45	34	25	17	21	33	45
TOTAL NOT VERY MUCH / NOT AT ALL	58	95	72	78	24	53	76	47	73	63	54	43	55	61	69
Don't know	14	3	10	5	12	13	10	13	10	7	20	19	21	5	10

Scottish Labour and Anas Sawar

A great deal	2	0	5	1	0	2	1	0	3	2	1	2	1	3	2
A fair amount	16	11	29	25	12	19	12	12	18	17	15	18	14	18	16
TOTAL A GREAT DEAL / FAIR AMOUNT	18	11	34	26	12	21	13	12	21	19	16	20	15	21	18
Not very much	37	48	37	45	35	38	38	35	43	39	35	32	35	38	41
Not at all	29	37	16	22	40	26	37	38	23	33	26	28	27	35	28
TOTAL NOT VERY MUCH / NOT AT ALL	66	85	53	67	75	64	75	73	66	72	61	60	62	73	69
Don't know	16	4	13	7	14	15	11	14	13	9	22	19	23	7	13

Which of the following comes closest to your view?

The UK and Scottish governments are both equally responsible for any shortage of housing in Scotland	43	38	46	60	40	46	42	42	43	46	40	38	46	43	40
The Scottish government is more responsible for any shortage of housing in Scotland than the UK government	23	52	32	20	10	20	32	12	33	26	21	24	16	23	35
government	15	2	11	4	31	16	10	25	8	17	14	23	14	20	9
Don't know	19	8	11	17	19	18	16	21	16	12	25	15	24	14	16

Do you think an increase in the supply of housing would have a positive or negative impact in Scotland, or would it make no real difference?

Very positive impact	22	16	21	18	32	26	15	24	21	25	20	28	20	24	23
Fairly positive impact	45	44	52	50	39	44	46	45	44	46	44	47	45	42	49
TOTAL POSITIVE	67	60	73	68	71	70	61	69	65	71	64	75	65	66	72
Fairly negative impact	4	9	4	3	2	4	7	3	5	3	5	6	4	5	3
Very negative impact	2	5	1	2	2	1	4	1	3	2	2	3	2	1	2

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Sample Size: 1075 adults in Scotland (16+)
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	Socio-economic classification			Social Grade		Scottish				
	Total	Higher	Intermediate	Routine	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland
Weighted Sample	1075	356	213	342	614	423	171	113	146	122
Unweighted Sample	1075	418	230	276	641	396	150	103	165	118
	%	%	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following to handle the issue of housing in Scotland?

The SNP and John Swinney

A great deal	6	6	7	6	7	5	7	5	8	2
A fair amount	22	22	22	20	24	18	21	18	14	23
TOTAL A GREAT DEAL / FAIR AMOUNT	28	28	29	26	31	23	28	23	22	25
Not very much	29	27	22	33	28	30	27	36	30	24
Not at all	29	32	34	27	27	31	26	19	33	40
TOTAL NOT VERY MUCH / NOT AT ALL	58	59	56	60	55	61	53	55	63	64
Don't know	14	13	16	14	13	17	20	21	16	10

Scottish Labour and Anas Sawar

A great deal	2	2	1	1	2	1	2	0	0	1
A fair amount	16	17	19	13	17	14	11	17	14	24
TOTAL A GREAT DEAL / FAIR AMOUNT	18	19	20	14	19	15	13	17	14	25
Not very much	37	43	30	35	40	32	29	35	34	40
Not at all	29	22	33	35	26	34	36	26	33	21
TOTAL NOT VERY MUCH / NOT AT ALL	66	65	63	70	66	66	65	61	67	61
Don't know	16	16	16	16	15	18	22	22	18	13

Which of the following comes closest to your view?

The UK and Scottish governments are both equally responsible for any shortage of housing in Scotland	43	44	45	43	44	42	34	47	38	41
The Scottish government is more responsible for any shortage of housing in Scotland than the UK government	23	25	27	20	24	22	23	12	28	33
government	15	15	14	14	15	15	19	10	15	9
Don't know	19	16	15	23	17	21	24	31	19	17

Do you think an increase in the supply of housing would have a positive or negative impact in Scotland, or would it make no real difference?

Very positive impact	22	21	22	22	22	22	24	23	22	20
Fairly positive impact	45	47	39	47	46	45	40	34	51	49
TOTAL POSITIVE	67	68	61	69	68	67	64	57	73	69
Fairly negative impact	4	3	11	2	4	5	6	4	3	4
Very negative impact	2	2	2	1	2	1	2	3	1	2

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Sample Size: 1075 adults in Scotland (16+)
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	Region					Urbanicity		
	Total	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	126	135	154	108	664	140	271
Unweighted Sample	1075	122	129	169	119	671	127	276
	%	%	%	%	%	%	%	%

How much, if at all, do you trust the following to handle the issue of housing in Scotland?

The SNP and John Swinney

A great deal	6	6	5	7	7	6	9	5
A fair amount	22	27	22	18	37	23	16	23
TOTAL A GREAT DEAL / FAIR AMOUNT	28	33	27	25	44	29	25	28
Not very much	29	30	27	32	25	29	35	27
Not at all	29	28	34	31	19	29	26	29
TOTAL NOT VERY MUCH / NOT AT ALL	58	58	61	63	44	58	61	56
Don't know	14	10	12	12	12	14	13	15

Scottish Labour and Anas Sawar

A great deal	2	2	2	2	4	2	0	1
A fair amount	16	15	19	13	16	15	17	18
TOTAL A GREAT DEAL / FAIR AMOUNT	18	17	21	15	20	17	17	19
Not very much	37	38	33	48	40	39	37	33
Not at all	29	34	33	24	26	28	31	31
TOTAL NOT VERY MUCH / NOT AT ALL	66	72	66	72	66	67	68	64
Don't know	16	12	13	12	13	16	14	17

Which of the following comes closest to your view?

The UK and Scottish governments are both equally responsible for any shortage of housing in Scotland	43	32	62	45	49	40	52	47
The Scottish government is more responsible for any shortage of housing in Scotland than the UK government	23	23	17	25	21	24	17	24
government	15	29	10	11	21	18	16	8
Don't know	19	16	11	19	9	18	15	22

Do you think an increase in the supply of housing would have a positive or negative impact in Scotland, or would it make no real difference?

Very positive impact	22	28	15	22	27	25	22	17
Fairly positive impact	45	45	43	52	49	46	44	45
TOTAL POSITIVE	67	73	58	74	76	71	66	62
Fairly negative impact	4	2	12	1	2	4	7	4
Very negative impact	2	4	1	3	1	2	3	3

Sample Size: 1075 adults in Scotland (16+)
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	Vote in 2024 GE					EU Ref 2016		Indy Ref		Gender		Age			
Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	1075	96	268	74	228	523	262	377	468	515	560	131	419	272	253
Unweighted Sample	1075	101	303	82	243	549	270	319	466	475	600	103	367	284	321

	%	%	%	%	%	%	%	%	%	%	%	%	%	%	
TOTAL NEGATIVE	6	14	5	5	4	5	11	4	8	5	7	9	6	6	5
It would make no difference	16	24	9	24	16	14	22	14	18	16	15	7	15	19	17
Don't know	10	2	11	3	9	11	6	12	9	7	13	9	13	9	6

From 2028, new homes in Scotland will be required to be built to a high standard of energy efficiency, known as the 'Passivhaus' standard, which reduces emissions and the need for heating. However, some argue this standard is expensive to implement, and stops new homes being built – leaving families stuck in older, less energy efficient homes. To what extent do you support or oppose this requirement for new homes in Scotland?

Strongly support	17	4	17	20	19	18	15	20	13	18	16	20	17	17	16
Somewhat support	36	22	32	37	46	38	28	39	32	34	38	44	38	39	25
TOTAL SUPPORT	53	26	49	57	65	56	43	59	45	52	54	64	55	56	41
Neither support nor oppose	18	21	17	15	18	19	21	20	18	20	17	12	18	19	22
Somewhat oppose	12	29	15	14	6	12	16	9	18	13	12	10	8	11	23
TOTAL OPPOSE	30	50	32	29	24	31	37	29	36	33	29	22	26	30	45
Strongly oppose	6	16	9	6	1	3	15	3	10	7	5	2	6	6	9
Don't know	10	7	9	7	9	10	5	9	9	8	12	11	13	8	5

Below are some arguments people have made FOR building new homes in your local area. Which, if any, do you find the most persuasive? Please select up to three.

New homes will help young people onto the property ladder	35	27	36	37	34	39	24	31	37	35	35	43	36	30	36
New homes will bring growth, jobs and investment to the area	28	30	29	24	29	25	29	27	27	34	22	42	22	31	27
New homes will reduce homelessness	26	31	26	30	23	27	27	27	25	21	31	32	20	24	36
New housing will regenerate run-down areas and make them nicer places to live	25	22	35	22	25	29	21	23	27	23	26	19	26	26	24
Scotland needs more homes generally	23	20	27	17	26	27	21	25	24	24	23	16	24	24	26
New homes will bring the current cost of housing down	23	17	21	21	22	22	12	19	20	27	20	56	24	20	8
Building more homes will ensure that every child lives in a good, secure home	21	12	25	18	29	25	15	24	19	20	23	25	25	20	15
New homes will reverse depopulation by attracting new families to the area	12	7	8	13	13	11	14	14	10	15	9	7	12	12	13
My local area needs more homes	8	7	6	10	10	7	11	12	5	9	8	5	10	10	7
Building more homes will allow families to live more closely to each other	5	8	4	4	5	4	3	6	4	4	6	8	5	4	5
Other [See Tab 1]	1	2	2	2	1	2	2	1	2	1	1	0	1	1	2
Not applicable - there are no persuasive arguments FOR building homes in my local area	14	22	11	16	10	12	22	13	17	12	15	5	11	17	19
Don't know	7	2	4	9	8	6	7	7	6	8	6	3	10	6	5

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Weighted Sample	1075	356	213	342	614	423	171	113	146	122
Unweighted Sample	1075	418	230	276	641	396	150	103	165	118
	%	%	%	%	%	%	%	%	%	%
TOTAL NEGATIVE	6	5	13	3	6	6	8	7	4	6
It would make no difference	16	16	15	18	17	14	17	18	11	16
Don't know	10	10	11	9	9	13	10	18	12	10

From 2028, new homes in Scotland will be required to be built to a high standard of energy efficiency, known as the 'Passivhaus' standard, which reduces emissions and the need for heating. However, some argue this standard is expensive to implement, and stops new homes being built – leaving families stuck in older, less energy efficient homes. To what extent do you support or oppose this requirement for new homes in Scotland?

Strongly support	17	19	15	15	17	16	20	16	20	13
Somewhat support	36	32	32	39	38	34	36	36	34	27
TOTAL SUPPORT	53	51	47	54	55	50	56	52	54	40
Neither support nor oppose	18	15	24	22	16	22	14	25	20	20
Somewhat oppose	12	16	13	11	13	11	13	10	12	19
TOTAL OPPOSE	30	31	37	33	29	33	27	35	32	39
Strongly oppose	6	9	5	8	6	6	4	3	9	9
Don't know	10	10	12	5	9	11	13	9	6	12

Below are some arguments people have made FOR building new homes in your local area. Which, if any, do you find the most persuasive? Please select up to three.

New homes will help young people onto the property ladder	35	41	37	32	39	29	40	26	40	36
New homes will bring growth, jobs and investment to the area	28	28	22	34	26	30	28	23	32	30
New homes will reduce homelessness	26	23	25	27	26	27	25	23	29	29
New housing will regenerate run-down areas and make them nicer places to live	25	25	27	24	27	22	27	14	24	32
Scotland needs more homes generally	23	21	22	23	22	25	16	15	30	29
New homes will bring the current cost of housing down	23	24	23	18	27	16	25	11	24	25
Building more homes will ensure that every child lives in a good, secure home	21	20	16	25	21	20	26	29	17	17
New homes will reverse depopulation by attracting new families to the area	12	7	14	16	9	13	11	19	13	5
My local area needs more homes	8	8	6	9	8	10	11	9	11	3
Building more homes will allow families to live more closely to each other	5	6	4	3	5	6	1	8	7	7
Other [See Tab 1]	1	1	2	1	1	1	2	1	3	1
Not applicable - there are no persuasive arguments FOR building homes in my local area	14	14	16	13	14	14	10	11	13	13
Don't know	7	8	4	7	6	8	6	16	3	6

Sample Size: 1075 adults in Scotland (16+)
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	Region				Urbanicity			
	Total	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	126	135	154	108	664	140	271
Unweighted Sample	1075	122	129	169	119	671	127	276
	%	%	%	%	%	%	%	%
TOTAL NEGATIVE	6	6	13	4	3	6	10	7
It would made no difference	16	12	20	18	11	14	15	20
Don't know	10	9	9	4	11	10	9	11

From 2028, new homes in Scotland will be required to be built to a high standard of energy efficiency, known as the 'Passivhaus' standard, which reduces emissions and the need for heating. However, some argue this standard is expensive to implement, and stops new homes being built – leaving families stuck in older, less energy efficient homes. To what extent do you support or oppose this requirement for new homes in Scotland?

Strongly support	17	14	11	20	20	18	14	15
Somewhat support	36	40	37	41	37	34	46	37
TOTAL SUPPORT	53	54	48	61	57	52	60	52
Neither support nor oppose	18	15	24	14	17	17	15	24
Somewhat oppose	12	12	12	12	9	13	9	13
TOTAL OPPOSE	30	27	36	26	26	30	24	37
Strongly oppose	6	8	6	8	4	7	7	5
Don't know	10	11	10	4	13	11	9	6

Below are some arguments people have made FOR building new homes in your local area. Which, if any, do you find the most persuasive? Please select up to three.

New homes will help young people onto the property ladder	35	33	32	33	38	37	24	36
New homes will bring growth, jobs and investment to the area	28	32	29	21	28	27	28	29
New homes will reduce homelessness	26	32	24	20	30	27	32	22
New housing will regenerate run-down areas and make them nicer places to live	25	24	18	26	33	27	26	19
Scotland needs more homes generally	23	19	17	30	33	27	21	16
New homes will bring the current cost of housing down	23	27	17	28	28	26	18	19
Building more homes will ensure that every child lives in a good, secure home	21	16	24	20	22	20	25	22
New homes will reverse depopulation by attracting new families to the area	12	11	14	10	13	9	13	18
My local area needs more homes	8	12	4	7	11	8	11	8
Building more homes will allow families to live more closely to each other	5	5	3	6	3	5	6	5
Other [See Tab 1]	1	1	0	1	0	1	1	2
Not applicable - there are no persuasive arguments FOR building homes in my local area	14	11	27	18	3	11	15	18
Don't know	7	8	3	5	9	7	8	5

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	Vote in 2024 GE					EU Ref 2016		Indy Ref		Gender		Age			
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Weighted Sample	1075	96	268	74	228	523	262	377	468	515	560	131	419	272	253
Unweighted Sample	1075	101	303	82	243	549	270	319	466	475	600	103	367	284	321
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Below are some arguments people have made AGAINST building new homes in your local area.
Which, if any, do you find the most persuasive?

More homes will put a strain on local infrastructure and public services	46	53	46	60	49	49	52	46	52	43	49	37	46	50	48
New homes have a significant negative impact on the environment and green spaces	25	24	20	30	24	23	26	23	23	23	27	40	20	31	17
Developers don't build the homes that my community needs	23	17	26	41	20	27	21	24	26	26	21	21	26	25	18
New homes are poorly designed or out of character for the area	18	19	18	10	15	16	15	12	18	19	16	30	21	11	13
Disruption caused by construction	13	13	11	12	9	10	11	10	12	13	13	22	17	9	6
Development will make housing less affordable	10	3	13	7	9	8	9	10	8	10	10	19	11	8	5
New homes will mean that my community becomes unrecognisable	7	15	8	10	5	7	8	6	9	9	6	5	8	8	6
Other [See Tab 2]	2	5	0	6	1	2	1	2	1	2	2	1	2	1	2
Not applicable - there are no persuasive arguments AGAINST building homes in my local area	19	19	22	14	25	21	18	20	21	18	19	13	14	20	28
Don't know	10	5	6	6	9	8	8	12	7	10	9	5	11	8	10

SPLIT SAMPLE MESSAGE TEST A

There is a housing emergency in Scotland with 2.3m people experiencing poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=547]

A major problem	31	21	39	28	23	28	28	30	28	32	30	39	34	31	24
A significant problem	47	43	52	56	57	55	44	47	51	47	47	43	48	46	49
A small problem	11	22	5	3	11	9	11	11	11	12	10	13	10	15	6
TOTAL PROBLEM	89	86	96	87	91	92	83	88	90	91	87	95	92	92	79
Not a problem at all	1	2	0	7	0	1	3	0	2	2	0	0	0	2	3
Don't know	10	11	4	7	8	7	14	12	8	6	13	5	8	6	18

There are serious housing problems in Scotland, experienced by many people every day through poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=528]

A major problem	17	27	22	21	18	16	16	16	17	18	16	23	14	19	18
A significant problem	48	43	51	47	45	51	44	44	49	43	53	52	46	44	52
A small problem	17	16	14	19	12	15	23	17	17	24	11	19	16	19	16
TOTAL PROBLEM	82	86	87	87	75	82	83	77	83	85	80	94	76	82	86
Not a problem at all	5	2	3	3	13	3	5	9	3	6	3	1	4	9	3
Don't know	13	12	11	10	12	15	12	14	13	10	16	4	19	9	11

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Unweighted Sample	1075	418	230	276	641	396	150	103	165	118
	%	%	%	%	%	%	%	%	%	%

Below are some arguments people have made AGAINST building new homes in your local area.

Which, if any, do you find the most persuasive?

More homes will put a strain on local infrastructure and public services	46	50	50	47	48	43	38	35	48	47
New homes have a significant negative impact on the environment and green spaces	25	22	26	22	26	23	21	15	24	28
Developers don't build the homes that my community needs	23	26	25	19	23	24	20	18	26	28
New homes are poorly designed or out of character for the area	18	21	19	13	22	12	15	14	22	16
Disruption caused by construction	13	13	9	10	15	11	14	10	16	16
Development will make housing less affordable	10	11	5	11	11	10	6	7	11	4
New homes will mean that my community becomes unrecognisable	7	9	9	6	8	6	4	12	5	7
Other [See Tab 2]	2	2	3	1	2	1	2	6	2	1
Not applicable - there are no persuasive arguments AGAINST building homes in my local area	19	16	19	22	18	19	29	16	17	19
Don't know	10	8	6	13	6	14	9	20	9	9

SPLIT SAMPLE MESSAGE TEST A

There is a housing emergency in Scotland with 2.3m people experiencing poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=547]

A major problem	31	32	31	28	31	29	14	14	37	33
A significant problem	47	48	42	50	46	49	57	62	42	48
A small problem	11	11	15	11	14	6	8	14	12	9
TOTAL PROBLEM	89	91	88	89	91	84	79	90	91	90
Not a problem at all	1	0	2	2	1	1	1	0	0	2
Don't know	10	9	10	9	7	14	20	10	9	7

There are serious housing problems in Scotland, experienced by many people every day through poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=528]

A major problem	17	15	12	16	17	16	17	9	21	16
A significant problem	48	51	48	46	51	43	41	42	58	48
A small problem	17	19	20	17	18	17	27	11	11	20
TOTAL PROBLEM	82	85	80	79	86	76	85	62	90	84
Not a problem at all	5	2	3	10	2	8	1	12	3	1
Don't know	13	13	17	11	12	16	15	26	7	14

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	Region				Urbanicity			
	Total	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	126	135	154	108	664	140	271
Unweighted Sample	1075	122	129	169	119	671	127	276
	%	%	%	%	%	%	%	%

Below are some arguments people have made AGAINST building new homes in your local area.

Which, if any, do you find the most persuasive?

More homes will put a strain on local infrastructure and public services	46	39	69	56	35	44	50	51
New homes have a significant negative impact on the environment and green spaces	25	29	26	32	21	25	15	29
Developers don't build the homes that my community needs	23	24	24	25	21	25	29	15
New homes are poorly designed or out of character for the area	18	7	17	20	30	18	15	19
Disruption caused by construction	13	13	8	12	15	12	15	13
Development will make housing less affordable	10	8	17	15	13	9	9	14
New homes will mean that my community becomes unrecognisable	7	5	15	6	4	6	8	10
Other [See Tab 2]	2	0	2	1	0	1	5	2
Not applicable - there are no persuasive arguments AGAINST building homes in my local area	19	20	12	14	20	20	17	15
Don't know	10	11	4	7	10	10	12	8

SPLIT SAMPLE MESSAGE TEST A

There is a housing emergency in Scotland with 2.3m people experiencing poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=547]

A major problem	31	35	21	46	44	35	29	21
A significant problem	47	48	49	37	42	46	39	57
A small problem	11	5	20	13	5	9	9	17
TOTAL PROBLEM	89	88	90	96	91	90	77	95
Not a problem at all	1	1	4	0	1	1	3	0
Don't know	10	11	7	4	8	9	20	5

There are serious housing problems in Scotland, experienced by many people every day through poor-quality, unaffordable and insecure homes.

How much of a problem, if at all, do you think the current lack of housing is in Scotland?

[Asked only to those who saw the statement above, n=528]

A major problem	17	22	13	17	24	19	21	12
A significant problem	48	46	38	57	58	47	51	48
A small problem	17	14	24	11	14	17	9	20
TOTAL PROBLEM	82	82	75	85	96	83	81	80
Not a problem at all	5	6	11	3	0	3	1	9
Don't know	13	12	14	12	4	14	17	10

Sample Size: 1075 adults in Scotland (16+)
Fieldwork: 2nd - 10th February 2026

	Vote in 2024 GE					EU Ref 2016		Indy Ref		Gender		Age			
Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	1075	96	268	74	228	523	262	377	468	515	560	131	419	272	253
Unweighted Sample	1075	101	303	82	243	549	270	319	466	475	600	103	367	284	321
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

You previously said the current lack of housing is a problem in Scotland. Which of the following consequences, if any, do you think Scotland is currently facing because of this? Please select all that apply.

[Asked only to those who said there is a major, significant or small problem with housing in Scotland in the previous question (both split samples), n=937]

There is not enough affordable housing	72	75	76	75	75	73	66	69	75	68	75	74	66	75	76
There has been an increase in poor quality housing	36	22	37	30	41	35	32	37	35	34	37	41	38	37	28
There has been an increase in homelessness	36	30	43	43	28	35	35	37	34	31	41	37	30	39	41
There has been low economic growth	27	35	28	26	24	26	28	23	31	31	24	31	27	28	26
There has been a decrease in local services	27	34	25	26	25	28	28	27	31	29	26	25	26	26	32
There has been an increase in insecure housing	26	14	28	42	30	28	21	32	23	23	30	27	29	25	21
There has been a decrease in population in rural areas	20	24	17	21	26	19	22	25	18	22	17	16	19	20	24
There has been a decrease in social mobility	18	19	16	12	21	18	13	19	15	19	16	23	23	14	10
Other [See Tab 3]	2	4	2	0	2	2	2	2	2	1	3	3	1	3	2
None of these - Scotland is not facing any of these consequences	1	5	1	3	0	2	2	0	2	2	1	2	1	2	2
Don't know	5	3	3	3	6	5	9	8	4	5	6	5	5	7	5

SPLIT SAMPLE MESSAGE TEST B

Here is something that people have said about building new homes in Scotland... "I want to build, baby, build and get spades into the ground so Scotland delivers one of the largest eras of housebuilding in our country's history. By backing the builders, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=575]

Strongly support	19	10	23	26	19	23	12	23	16	21	18	22	20	21	14
Somewhat support	39	43	41	36	37	39	40	38	40	43	34	44	35	40	40
TOTAL SUPPORT	58	53	64	62	56	62	52	61	56	64	52	66	55	61	54
Neither support nor oppose	20	26	15	25	18	20	24	20	20	17	24	19	19	21	22
Somewhat oppose	9	8	13	2	8	10	12	8	10	9	10	3	9	8	14
Strongly oppose	6	11	4	7	5	3	11	4	9	5	7	5	6	7	7
TOTAL OPPOSE	15	19	17	9	13	13	23	12	19	14	17	8	15	15	21
Don't know	6	1	3	3	13	4	2	7	5	5	7	6	10	4	3

Sample Size: 1075 adults in Scotland (16+)
Fieldwork: 2nd - 10th February 2026

	Socio-economic classification			Social Grade		Scottish				
	Total	Higher	Intermediate	Routine	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland
Weighted Sample	1075	356	213	342	614	423	171	113	146	122
Unweighted Sample	1075	418	230	276	641	396	150	103	165	118
	%	%	%	%	%	%	%	%	%	%

You previously said the current lack of housing is a problem in Scotland. Which of the following consequences, if any, do you think Scotland is currently facing because of this? Please select all that apply.

[Asked only to those who said there is a major, significant or small problem with housing in Scotland in the previous question (both split samples), n=937]

There is not enough affordable housing	72	68	72	74	70	75	71	59	75	68
There has been an increase in poor quality housing	36	35	38	34	36	35	42	37	34	33
There has been an increase in homelessness	36	33	31	37	33	40	24	36	42	40
There has been low economic growth	27	34	23	24	29	24	31	24	37	33
There has been a decrease in local services	27	26	29	25	27	28	21	29	32	27
There has been an increase in insecure housing	26	27	24	21	27	26	19	29	33	24
There has been a decrease in population in rural areas	20	18	22	19	19	20	16	37	25	10
There has been a decrease in social mobility	18	18	18	11	19	14	17	15	21	12
Other [See Tab 3]	2	3	3	1	2	1	2	2	0	4
None of these - Scotland is not facing any of these consequences	1	2	3	0	2	1	2	3	2	2
Don't know	5	5	4	6	5	6	5	5	4	3

SPLIT SAMPLE MESSAGE TEST B

Here is something that people have said about building new homes in Scotland... "I want to build, baby, build and get spades into the ground so Scotland delivers one of the largest eras of housebuilding in our country's history. By backing the builders, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=575]

Strongly support	19	18	18	19	20	17	19	17	26	15
Somewhat support	39	40	33	43	39	38	30	23	42	43
TOTAL SUPPORT	58	58	51	62	59	55	49	40	68	58
Neither support nor oppose	20	19	27	17	18	25	28	22	14	21
Somewhat oppose	9	12	8	9	12	6	8	14	9	11
Strongly oppose	6	6	11	3	6	6	7	11	5	4
TOTAL OPPOSE	15	18	19	12	18	12	15	25	14	15
Don't know	6	4	3	10	5	8	8	13	4	6

Sample Size: 1075 adults in Scotland (16+)
Fieldwork: 2nd - 10th February 2026

	Region				Urbanicity			
	Total	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	126	135	154	108	664	140	271
Unweighted Sample	1075	122	129	169	119	671	127	276
	%	%	%	%	%	%	%	%

You previously said the current lack of housing is a problem in Scotland. Which of the following consequences, if any, do you think Scotland is currently facing because of this? Please select all that apply.

[Asked only to those who said there is a major, significant or small problem with housing in Scotland in the previous question (both split samples), n=937]

There is not enough affordable housing	72	72	73	76	75	72	80	67
There has been an increase in poor quality housing	36	32	35	31	42	35	36	37
There has been an increase in homelessness	36	40	23	40	41	37	39	31
There has been low economic growth	27	21	26	23	22	24	39	29
There has been a decrease in local services	27	25	36	27	21	24	40	28
There has been an increase in insecure housing	26	20	27	27	33	26	30	25
There has been a decrease in population in rural areas	20	24	19	16	14	16	31	24
There has been a decrease in social mobility	18	17	20	16	21	16	25	18
Other [See Tab 3]	2	3	1	2	1	2	1	2
None of these - Scotland is not facing any of these consequences	1	0	2	1	1	1	2	2
Don't know	5	7	4	9	4	7	1	5

SPLIT SAMPLE MESSAGE TEST B

Here is something that people have said about building new homes in Scotland... "I want to build, baby, build and get spades into the ground so Scotland delivers one of the largest eras of housebuilding in our country's history. By backing the builders, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=575]

Strongly support	19	14	11	23	27	21	20	15
Somewhat support	39	51	45	39	43	41	40	34
TOTAL SUPPORT	58	65	56	62	70	62	60	49
Neither support nor oppose	20	18	17	25	14	20	23	19
Somewhat oppose	9	4	17	6	5	8	3	15
Strongly oppose	6	8	7	3	0	4	12	7
TOTAL OPPOSE	15	12	24	9	5	12	15	22
Don't know	6	4	3	3	11	6	1	10

Sample Size: 1075 adults in Scotland (16+)
 Fieldwork: 2nd - 10th February 2026

	Vote in 2024 GE				EU Ref 2016		Indy Ref		Gender		Age				
Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	
Weighted Sample	1075	96	268	74	228	523	262	377	468	515	560	131	419	272	253
Unweighted Sample	1075	101	303	82	243	549	270	319	466	475	600	103	367	284	321
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Here is something that people have said about building new homes in Scotland... "I want to build lots of good quality, attractive homes that we can be proud of and that help communities thrive. By building great places to live, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=500]

Strongly support	24	10	30	12	29	25	19	22	24	27	22	37	24	21	22
Somewhat support	39	30	45	35	39	38	33	36	39	37	40	43	38	40	37
TOTAL SUPPORT	63	40	75	47	68	63	52	58	63	64	62	80	62	61	59
Neither support nor oppose	14	14	13	20	10	13	15	17	14	17	12	3	15	12	20
Somewhat oppose	13	42	7	13	7	13	23	12	16	9	16	8	11	19	13
Strongly oppose	3	2	1	6	10	4	5	6	3	5	2	0	3	5	5
TOTAL OPPOSE	16	44	8	19	17	17	28	18	19	14	18	8	14	24	18
Don't know	6	2	4	14	6	7	5	6	5	5	8	7	9	3	4

Sample Size: 1075 adults in Scotland (16+)
 Fieldwork: 2nd - 10th February 2026

	Socio-economic classification			Social Grade		Scottish				
	Total	Higher	Intermediate	Routine	ABC1	C2DE	North East Scotland	Highlands & Islands	South Scotland	West Scotland
Weighted Sample	1075	356	213	342	614	423	171	113	146	122
Unweighted Sample	1075	418	230	276	641	396	150	103	165	118
	%	%	%	%	%	%	%	%	%	%

Here is something that people have said about building new homes in Scotland... "I want to build lots of good quality, attractive homes that we can be proud of and that help communities thrive. By building great places to live, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=500]

Strongly support	24	29	14	21	25	21	13	27	19	27
Somewhat support	39	36	40	42	38	41	57	21	50	41
TOTAL SUPPORT	63	65	54	63	63	62	70	48	69	68
Neither support nor oppose	14	12	16	17	13	14	10	17	17	15
Somewhat oppose	13	11	18	14	14	12	12	13	9	4
Strongly oppose	3	3	4	4	3	4	0	3	3	4
TOTAL OPPOSE	16	14	22	18	17	16	12	16	12	8
Don't know	6	8	7	3	6	7	9	18	1	9

Sample Size: 1075 adults in Scotland (16+)
Fieldwork: 2nd - 10th February 2026

	Region				Urbanicity			
	Total	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	126	135	154	108	664	140	271
Unweighted Sample	1075	122	129	169	119	671	127	276
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Here is something that people have said about building new homes in Scotland... "I want to build lots of good quality, attractive homes that we can be proud of and that help communities thrive. By building great places to live, we can tackle the housing crisis and ensure everyone can have a safe roof over their head."

To what extent, would you support or oppose the construction of new homes in your local area?

[Asked only to those who saw the statement above, n=500]

Strongly support	24	36	18	28	30	28	14	18
Somewhat support	39	30	30	29	47	39	40	36
TOTAL SUPPORT	63	66	48	57	77	67	54	54
Neither support nor oppose	14	13	19	16	6	13	15	16
Somewhat oppose	13	9	20	24	11	12	11	19
Strongly oppose	3	2	11	1	1	1	5	9
TOTAL OPPOSE	16	11	31	25	12	13	16	28
Don't know	6	10	3	1	5	6	15	3