

YouGov / Fabians Topic Quantifier Results

Sample Size: 1075 adults in Scotland (16+)

Fieldwork: 2nd - 10th February 2026

	Vote in 2024 GE				EU Ref 2016		Indy Ref 2014		Gender		Age				Socio-economic classification (NS)			Social Grade			
	Total	Con	Lab	Lib Dem	SNP	Remain	Leave	Yes	No	Male	Female	16-24	25-49	50-64	65+	Higher	Intermediate	Routine	ABC1	C2DE	
Weighted Sample	1075	96	269	74	233	523	262	377	468	515	560	131	419	272	253	356	213	342	614	423	
Unweighted Sample	1075	101	304	82	245	549	270	319	466	475	600	103	367	284	321	418	230	276	641	396	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

In your own words, what do you think would be the ONE biggest benefit of building more homes in Scotland?

Please be as specific as possible.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Reducing cost of housing	25	18	30	29	22	28	14	18	28	29	22	39	26	27	17	28	25	23	30	18
Reducing homelessness	17	21	15	14	16	15	20	20	15	17	17	20	11	19	23	15	16	19	15	20
Helping young people / allowing people to move out	5	4	4	5	7	5	4	6	3	6	4	8	2	3	9	4	6	5	6	3
Increasing available housing stock	4	2	4	2	4	3	1	5	2	4	4	9	5	2	2	3	4	2	4	4
Lowering rent / allowing people to stop renting	3	1	6	2	3	4	2	2	4	3	3	2	4	4	2	3	2	4	3	3
Helping Scottish / local people	2	3	3	2	2	2	5	3	2	2	3	0	1	4	3	2	4	2	2	3
Boosting the economy	2	3	1	2	5	2	1	3	2	3	2	1	3	2	0	3	1	2	2	3
Housing families	2	6	3	0	1	3	2	1	3	1	3	1	2	1	5	1	2	3	2	2
Helping people get onto the housing ladder	2	1	2	1	2	2	1	2	2	2	2	4	3	0	2	3	1	3	2	2
Increasing the available social / council housing	2	6	2	1	2	3	2	1	3	1	3	0	1	4	3	2	2	2	1	2
Giving people housing security	2	1	3	2	2	3	0	2	2	0	3	1	1	4	1	2	1	2	1	3
Reducing the number of people in unsuitable housing	2	1	2	0	2	2	1	2	1	1	2	0	1	4	1	1	2	1	1	2
Providing stability / having somewhere to live	2	1	2	2	1	1	1	1	1	1	2	3	1	2	1	1	3	1	1	2
Creating more jobs	2	3	1	2	2	1	3	2	2	2	2	0	1	2	3	2	2	1	1	1
Reducing people in temporary accommodation	1	2	2	1	3	2	1	0	2	1	2	2	1	1	1	1	1	1	2	1
Improving quality of living / wellbeing	1	1	1	0	1	1	1	1	1	1	1	0	1	1	1	2	1	0	1	1
Helping the environment	1	1	0	1	0	1	1	1	0	1	0	0	1	0	1	1	2	0	1	0
Giving people more choice	0	1	1	2	0	1	0	0	1	1	0	0	1	0	1	1	1	1	1	0
Other	6	8	6	10	7	5	10	6	7	8	5	4	8	4	7	5	5	7	5	8
Not applicable - there are no benefits	6	7	3	10	3	5	11	7	8	6	7	2	7	7	7	8	7	5	7	6
Not applicable - we should not prioritise building more homes	3	5	3	4	4	3	6	4	3	2	5	1	5	3	2	2	5	4	3	3
Don't know	10	3	9	8	11	10	12	12	8	10	10	3	15	5	10	10	9	11	8	12

*Any percentages calculated on bases fewer than 100 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures should not be used.

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	Scottish Region								Urbanicity			
	Total	North East Scotland	Highlands & Islands	South Scotland	West Scotland	Central	Mid-Scotland & Fife	Lothians	Glasgow	Urban	Town and Fringe	Rural
Weighted Sample	1075	171	113	146	122	126	135	154	108	664	140	271
Unweighted Sample	1075	150	103	165	118	122	129	169	119	671	127	276
	%	%	%	%	%	%	%	%	%	%	%	%

In your own words, what do you think would be the ONE biggest benefit of building more homes in Scotland?
Please be as specific as possible.

Respondents answered in their own words, which YouGov's AI language model has categorised into the below categories

Reducing cost of housing	25	20	13	26	29	21	32	25	38	27	20	24
Reducing homelessness	17	14	17	19	18	25	11	19	12	18	21	13
Helping young people / allowing people to move out	5	3	7	6	4	6	4	4	3	4	3	7
Increasing available housing stock	4	5	7	4	1	3	2	5	3	4	4	3
Lowering rent / allowing people to stop renting	3	4	1	4	3	3	0	4	6	4	2	2
Helping Scottish / local people	2	2	2	4	4	1	4	0	1	2	4	3
Boosting the economy	2	2	7	1	3	1	3	1	1	1	4	3
Housing families	2	2	0	3	3	2	4	0	3	2	2	2
Helping people get onto the housing ladder	2	5	1	3	0	3	1	1	2	2	2	3
Increasing the available social / council housing	2	2	0	2	1	5	1	2	1	2	1	2
Giving people housing security	2	3	4	2	1	1	1	2	1	2	2	2
Reducing the number of people in unsuitable housing	2	1	0	1	3	3	4	1	2	2	0	2
Providing stability / having somewhere to live	2	0	0	2	3	1	1	4	2	2	2	1
Creating more jobs	2	2	3	1	3	2	2	0	1	1	3	2
Reducing people in temporary accommodation	1	2	3	2	1	0	0	1	2	1	4	1
Improving quality of living / wellbeing	1	1	0	0	1	2	1	3	0	1	0	1
Helping the environment	1	0	1	1	1	0	0	0	1	1	0	1
Giving people more choice	0	1	1	0	1	0	1	0	0	0	0	1
Other	6	7	7	4	4	4	13	7	4	5	11	7
Not applicable - there are no benefits	6	8	9	4	4	5	6	11	2	6	5	9
Not applicable - we should not prioritise building more homes	3	5	1	4	2	3	6	3	1	4	3	3
Don't know	10	10	16	10	12	9	3	7	12	10	6	11

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