



**PRESS RELEASE**

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## **HOME BUILDERS REJECT SHELTER CLAIMS**

The home building industry in Scotland has rejected a claim by Shelter that owning their own home is not important to people in Scotland. Using statistics drawn from a YouGov survey conducted throughout the UK, the housing charity claims that most people's priority is living in a safe area. It argues from this that the Scottish Executive is wrong to pursue policies that encourage home ownership.

However, Homes for Scotland, representing companies building over 95% of new homes in Scotland, has hit back. Executive Director Bruce Black said:

“Of course being in a safe area is people's top priority. It would be astonishing if the survey did not show this. But there is nothing in this survey – which in any event is not statistically valid with only 166 interviewees in Scotland – that does not show, as all the evidence does, that the great majority of people want to own their own home. To suggest otherwise is simply spin.

Some people do not want to own their home, or cannot afford to do so, and it is essential that the Executive makes proper provision for them. But to suggest that this means that we should not push for more home ownership, or that the majority of people do not aspire to it, is quite wrong and a complete misreading of the situation. We have to wonder just what Shelter's agenda is in all this.”

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**Notes to editors:**

Homes for Scotland ([www.homesforscotland.com](http://www.homesforscotland.com)) is the representative membership body for the home building and residential development industry in Scotland. Its member companies provide 95% of all new homes in Scotland. The industry is the largest source of private investment in the Scottish economy contributing around £5 billion and employing more than 110,000 people.