

# SCOTTISH LIFESTYLE

SURVEY

2019

Health and Wellbeing in Scotland

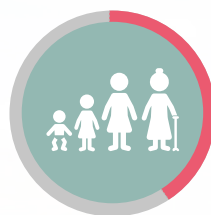


**New research** from Strutt & Parker shows that health, wellbeing and enjoying the great outdoors are key elements of a Scottish lifestyle, whether residents have lived here all their lives or chosen to move here and make it home.

## KEY FINDINGS



Almost a **third** of those who moved to Scotland were happier and less stressed than before.



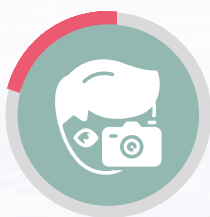
**4 in 10** described their lifestyles as family-orientated.



A **quarter** said they were healthier as a consequence.



Nearly **two thirds** enjoyed an active lifestyle.



A **fifth** took up new hobbies as a result of moving to Scotland.



**Half** of those surveyed spent long summer days on the beach.



**60%** of all respondents thought Scotland's lifestyle stood out from the rest of the UK.



**4 in 10** chose to light the fire and "coorie in" during long winter nights.

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Scotland's stunning and abundant natural resources help in the pursuit of that state of complete physical, mental and emotional wellbeing that constitutes wellness. The Strutt & Parker Scottish Lifestyle Survey revealed that health, fitness and enjoying Scotland's spectacular scenery or a combination of all three were high on the list of lifestyle highlights. This is reflected in the premium for property located in some of the areas that promote wellness as a lifestyle.

**SUSANNA CLARK**  
Director of Research for Strutt & Parker  
Scotland

## A positive impact on health and wellbeing

- > Those who moved to Scotland felt happier (**30%**), less stressed (**30%**) and more active (**26%**) and reported improvements in both mental health (**21%**) and physical health (**16%**).
- > **28%** led a healthier lifestyle as a result of moving to Scotland and **19%** had taken up new interests.
- > **63%** described themselves as active to extremely active.
- > Respondents described their lives as happy (**44%**), family-orientated (**43%**), satisfying (**39%**) and healthy (**27%**).
- > A **third** chose to stay in Scotland because of its lifestyle.

## Enjoy the great outdoors and then “coorie in” by the fire

- > Respondents were keen to take advantage of the great outdoors with **49%** escaping to the beach, **48%** choosing barbecues and **37%** picnicking; **41%** opted for scenic drives, **34%** turned to their gardens and **16%** went glamping or camping.
- > Fitness was a priority for many with **20%** choosing outdoor pursuits in general and **20%** opting for jogging while other sports included hiking (**18%**), ice skating (**14%**), snowsports (**9%**), curling (**2%**), training for endurance sports such as triathlons and Iron Man (**2%**), golf (**6%**) and swimming al-fresco (**5%**).
- > During the winter, a third chose playing in the snow, **15%** stargazing and searching for the Northern Lights and **13%** wildlife spotting.
- > As the dark evenings lengthened, **39%** were keen to create a cosy candlelit fireside sanctuary and “coorie in”.

### AVERAGE PRICE PREMIUM FOR SELECTED LOCATIONS THAT OFFER PROXIMITY TO SCOTLAND'S GREAT OUTDOORS.

Aviemore Highland	Aboyne Aberdeenshire	Pitlochry Perth & Kinross	Aberfeldy Perth & Kinross	Grantown on Spey Moray	Gairloch Highland	North Berwick East Lothian
19%	50%	20%	21%	15%	23%	96%

Source: Registers of Scotland, Winter 2019. Note: Local Authority data does not include property priced over £1m.





The great outdoors is a way of life for many who have made Scotland their home or are considering doing so. It is a huge draw and often a very important motivation for buyers moving to the country. Scotland has a tremendous amount to offer both permanent residents and visitors searching for that sense of wellbeing that comes from being outdoors or in tune with nature.

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To hear more about our housing and business research work, please contact us.

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### Methodology

Strutt & Parker's Scottish Lifestyle Survey questioned 2000 Scottish residents about various aspects of living, working and holidaying in Scotland. The poll was carried out by Atomik Research.

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