



# THE SCOTTISH LIFESTYLE

SURVEY

2019

Commuting in Scotland

New research from Strutt & Parker shows that those living and working in Scotland value an attractive lifestyle with shorter commutes, easy access to amenities and the opportunity to enjoy a good work-life balance. Our Scottish Lifestyle Survey questioned 2000 people about living and working in Scotland. Here, we look at commuting.

## KEY FINDINGS



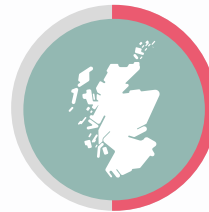
Just over a **quarter** said short commutes set Scotland apart from the rest of the UK.



**One in three** commuters were prepared to travel up to 50 miles for a combination of the perfect home and ideal job.



**Half** of respondents would like to live in a rural area.



Almost **half** of commuters regularly travelled from Scotland for a few days each week



**One in four** were attracted by the prospect of living in lovely countryside but close to city centres.



**4 in 10** commuters travelled to work by car



A **third** of commuters travelled less than five miles to work.



**5%** of those polled worked from home



Our Scottish Lifestyle Survey shows not only how important a work-life balance is for our respondents but how achievable it is in Scotland. Although overall consumer expectations are subdued at present, quality of life and wellbeing continue to drive decision making. Short commutes allow residents to capitalise on time outside work. Illustratively, six in 10 thought the quality of life on offer made Scotland stand out from the rest of the UK. Half of those questioned wanted to live in a rural area and we expect to see continued demand as we see improvements to infrastructure and connectivity in accessible rural areas.

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

## A positive work-life balance

- > Just over a quarter (**27%**) of those polled thought short commuting times and excellent connections set Scotland apart as a place to live. Equally, **one in four** respondents were attracted to Scotland because it offered the prospect of living in lovely countryside while remaining within close proximity of a city.
- > The average commute was **11 miles** with a third travelling **less than five miles** to work. Respondents were prepared to commute up to an average of **23 miles** for a combination of the perfect home and ideal job but a third were willing to commute up to **50 miles**.
- > **4 in 10** used a car as their main form of transport and a third used the train or bus. **One in 10** used a car share and **11%** opted for other options, including walking. **4%** cycled to work.
- > A fifth (**20%**) of commuters worked away Monday to Friday while another fifth were regularly away overnight and **45%** were often away for a few days. **68%** of commuters travelled to London while **25%** headed to Europe.

### A selection of commuting hotspots and average property prices

Submarket (Postcode), Local Authority	Average price by Submarket Q2 2019	Average price by Local Authority Q2 2019	Price premium over wider Local Authority area	City commute	Commute time by road	Est distance in miles	Commute time by public transport
North Berwick (EH39), East Lothian	£405,961	£260,499	56%	Edinburgh	50 min	(24.7 miles) via A1	33 min (Train)
Linlithgow (EH49), West Lothian	£235,450	£173,429	36%	Edinburgh	41 min	(19.0 miles) via A90 and A904	19 min (Train)
Linlithgow (EH49), West Lothian	£235,450	£173,429	36%	Glasgow	42 min	(33.5 miles) via M80	27 min (Train)
Fortrose (IV10), Highland	£242,781	£183,225	33%	Inverness	27 min	(14.6 miles) via A832 and A9	27 min (Bus)
Bridge of Allan (FK9), Perth & Kinross	£245,790	£194,637	26%	Glasgow	37 min	(31.9 miles) via M80	38 min (Train)
Bridge of Allan (FK9), Perth & Kinross	£245,790	£194,637	26%	Edinburgh	1 hr 1 min	(41.8 miles) via M9	53 min (Train)
Helensburgh (G84), Argyll & Bute	£196,460	£164,743	19%	Glasgow	50 min	(30.5 miles) via A814 and M8	44 min (Train)
Stonehaven (AB39), Aberdeenshire	£247,932	£211,092	17%	Aberdeen	25 min	(15.7 miles) via A92	20 min (Train)

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



Buyers are increasingly motivated by a desire to improve their work/life balance, whether they are looking for a short commute to an urban centre, a flexible working life or embarking on an entrepreneurial venture. As an example, we have seen a significant rise in London business people who have moved up to our cities and the surrounding areas with their families – who benefit from excellent schools and a great outdoorsy lifestyle – and commute to London for a few days each week. In Scotland, we offer relatively affordable property compared to the rest of the UK and an exceptional lifestyle.

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### METHODOLOGY

As the housing market is seasonal, for the purposes of this report; data compared year on year, i.e. looking at Q2 2019 in light of changes since Q2 2018. Data may also be compared on a rolling 12 month basis. Economic views are attributed to Strutt & Parker's retained economic advisors, Volterra. Registers of Scotland does not have a data lag at end quarter compared to Land Registry data and therefore transaction figures at end of quarter for Scotland may appear abnormally high in comparison. The global economy remains volatile and therefore there is risk that any market commentary provided will become outdated within a very short timescale.

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