

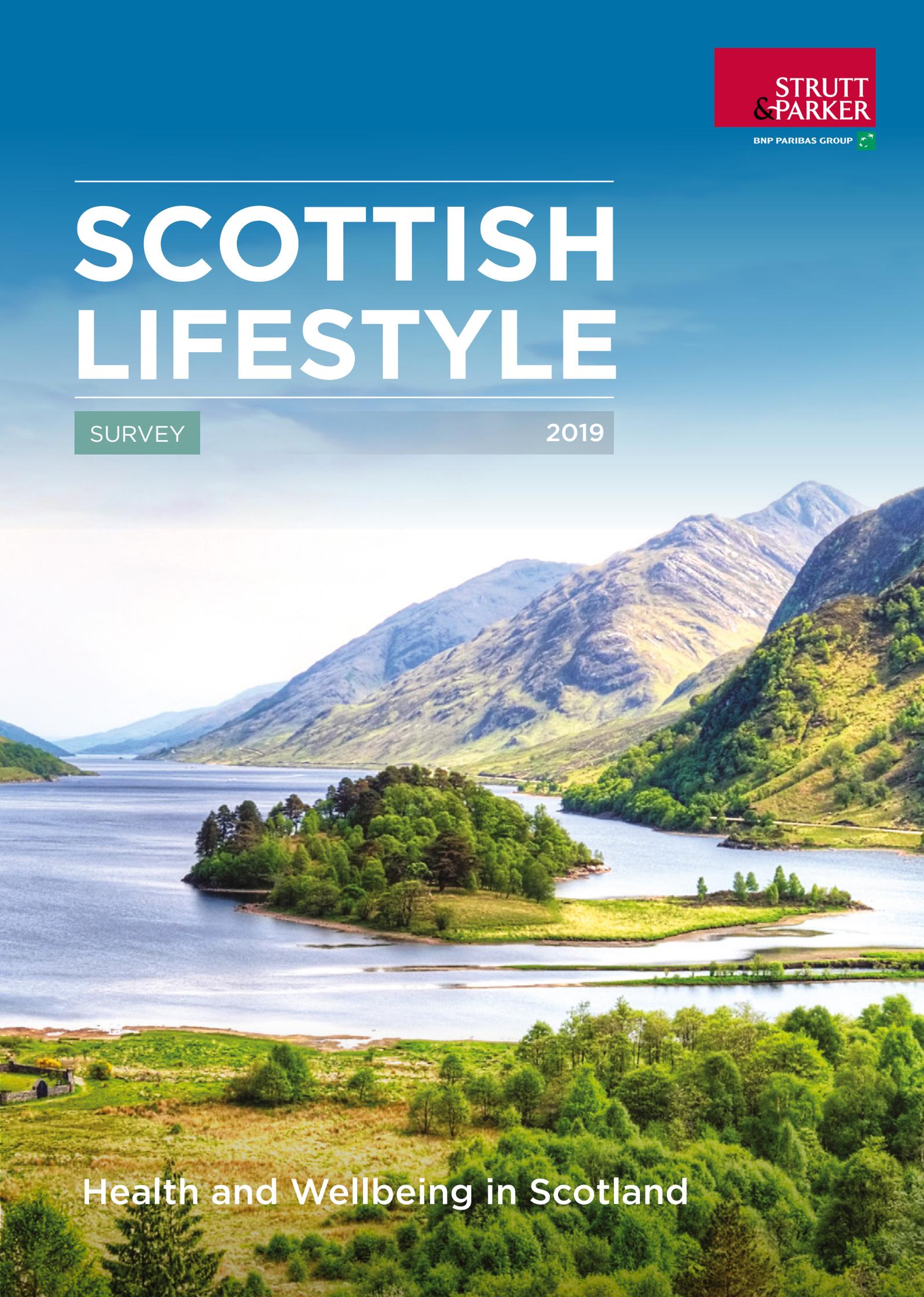
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# SCOTTISH LIFESTYLE

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SURVEY

2019



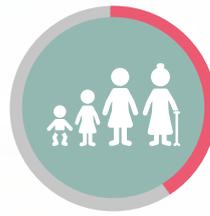
Health and Wellbeing in Scotland

**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.



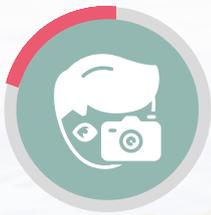
**4 in 10** described their lifestyles as family-orientated.



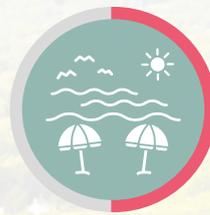
A **quarter** said they were healthier as a consequence.



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.



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.

**KEVIN MALEY**

Head of Residential for Strutt & Parker  
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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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