Moray Alcohol Profile



November 2024

There are 366 places to buy alcohol in Moray:

262 on-sales premises (pubs and restaurants)





104 off-sales premises (supermarkets and shops)

Scottish Liquor Licensing Statistics 2021-22.

In Moray, 20% of people drink above the Chief Medical Officers' low-risk guidelines.

This includes 15% of women and 26% of men.

This compares to 20% of people in Scotland who drink above the guidelines.



Scottish Health Survey.



Parental drinking was a concern identified for 23% of children on the child protection register in Moray.

Children's Social Work Statistics 2022-23.

57% of S2 and S4 students in Moray drink alcohol.

27% of S2 and S4 students in Moray drink alcohol at least once a month.

Health and Wellbeing Census Scotland 2021- 2022.



There were 339 alcohol-related hospital admissions in Moray in 2022-23.

Alcohol related hospital statistics 2022-23.

The admission rate was lower than for Scotland as a whole.



ScotPho Profiles.

In Moray, 19 people died because of alcohol in 2023, from conditions solely caused by alcohol.

Alcohol-specific deaths 2023.

The death rate was lower than Scotland as a whole.



Alcohol-specific deaths 2023.

The true number of alcohol deaths is over twice as high when including conditions such as cancer and cardiovascular diseases.

Public Health Scotland.

Every year, alcohol costs Moray £33.31m or £380 per person.

This includes:

Health Service	£2.83m	
Social Care	£4.43m	
Crime	£14.60m	
Productive Capacity	£11.46m	£

The Societal Cost of Alcohol Misuse in Scotland for 2007.

For full references and methods, visit www.alcohol-focus-scotland.org.uk/harm-profiles/

About Alcohol Focus Scotland