

# South Ayrshire Alcohol Profile

November 2024

There are **388 places to buy alcohol** in South Ayrshire:

**271 on-sales premises**  
(pubs and restaurants)

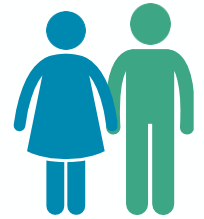


**117 off-sales premises**  
(supermarkets and shops)

*Scottish Liquor Licensing Statistics 2021-22.*

In South Ayrshire, **27% of people** drink above the Chief Medical Officers' low-risk guidelines.

This includes **19% of women** and **35% 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 **21% of children** on the child protection register in South Ayrshire.

*Children's Social Work Statistics 2022-23.*

**50% of S2 and S4 students** in South Ayrshire drink alcohol.

**25% of S2 and S4 students** in South Ayrshire drink alcohol at least once a month.



*Health and Wellbeing Census Scotland 2021-2022.*

There were **615 alcohol-related hospital admissions** in South Ayrshire in 2022-23.

*Alcohol related hospital statistics 2022-23.*

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

*ScotPho Profiles.*



In South Ayrshire, **23 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 South Ayrshire **£41.77m or £375 per person**.

This includes:

Health Service	£10.40m
Social Care	£8.51m
Crime	£33.11m
Productive Capacity	£32.83m



*The Societal Cost of Alcohol Misuse in Scotland for 2007.*

For full references and methods, visit [www.alcohol-focus-scotland.org.uk/harm-profiles/](http://www.alcohol-focus-scotland.org.uk/harm-profiles/)

## About Alcohol Focus Scotland

Alcohol Focus Scotland (AFS) is the national charity working to prevent and reduce alcohol harm.

Alcohol Focus Scotland is a Registered Scottish Charity (SC009538) and a Company Limited by Guarantee (Scottish Company No. SC094096)