

East Ayrshire Alcohol Profile

March 2026

There are **295 places to buy alcohol** in East Ayrshire:

181 on-sales premises
(pubs and restaurants)

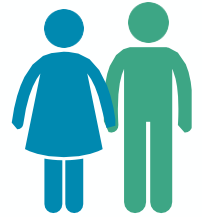


114 off-sales premises
(supermarkets and shops)

Scottish Liquor Licensing Statistics 2021-22.

In East Ayrshire, **24% of people** drink above the Chief Medical Officers' low-risk guidelines.

This includes **14% of women** and **34% 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 **13% of children** on the child protection register in East Ayrshire.

Children's Social Work Statistics 2022-23.

40% of 13-year-olds and **73% of 15-year-olds** in East Ayrshire have drunk alcohol.

Of those who have ever drunk alcohol, **57% of 13-year-olds** and **72% of 15-year-olds** have been drunk.



Scottish Schools Adolescent Lifestyle and Substance Use Survey 2018.

There were **606 alcohol-related hospital admissions** in East Ayrshire in 2024-25.

Alcohol related hospital statistics 2024-25.

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

Alcohol related hospital statistics 2024-25.

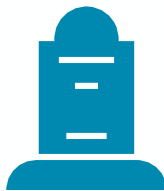


In East Ayrshire, **30 people** died because of alcohol in 2024, from conditions solely caused by alcohol.

Alcohol-specific deaths 2024 (NRS, 2025).

The death rate was lower than Scotland as a whole.

Alcohol-specific deaths 2024 (NRS, 2025).



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 East Ayrshire **£47.63m** or **£396 per person**.

This includes:

| | |
|---------------------|---------|
| Health Service | £8.04m |
| Social Care | £6.54m |
| Crime | £17.59m |
| Productive Capacity | £15.45m |



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

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

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