

South Ayrshire Alcohol Profile

September 2025

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

271 on-sales premises
(pubs and restaurants)



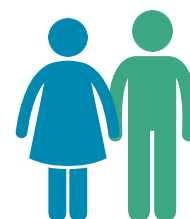
117 off-sales premises
(supermarkets and shops)

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.

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.

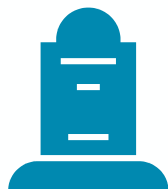


In South Ayrshire, **18 people** died because of alcohol in 2024, from conditions solely caused by alcohol.

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.

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.



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/

About Alcohol Focus Scotland

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

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