

Stirling

Alcohol Profile

March 2026

There are **391 places to buy alcohol** in Stirling:

273 on-sales premises (pubs and restaurants)

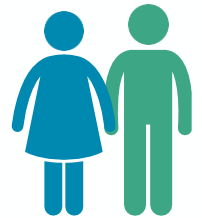


118 off-sales premises (supermarkets and shops)

Scottish Liquor Licensing Statistics 2021-22.

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

This includes **16% of women** and **32% 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 **18% of children** on the child protection register in Stirling.

Children's Social Work Statistics 2022-23.

44% of S2 and S4 students in Stirling drink alcohol.

17% of S2 and S4 students in Stirling drink alcohol at least once a month.



Health and Wellbeing Census Scotland 2021- 2022.

There were **420 alcohol-related hospital admissions** in Stirling 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.

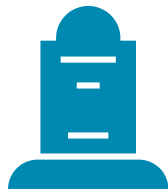


In Stirling, **19 people** died because of alcohol in 2024, from conditions solely caused by alcohol.

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 Stirling **£31.79m** or **£354 per person**.

This includes:

Health Service	£3.81m
Social Care	£3.65m
Crime	£11.76m
Productive Capacity	£12.57m



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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