



## A moderate majority



77% of Scottish adults, **the moderate majority**, do not exceed the CMO's recommended lower-risk guideline of 14 units per week <sup>1</sup>



Men

Women

**69%** **84%**

## Unit intake

**Up to 14 units\*** **79%**  
**15-34 (f)/15-49 (m)\*** **18%**



**3%**

**Highest harm drinkers\***  
(+35(f)/50(m) units a week) <sup>2</sup>



**13.1** **2011**

**11.3** **2021**

Average units per week intake is now **lowest on record** <sup>1</sup>

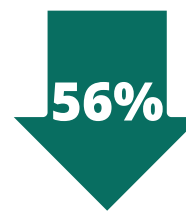
### Non-drinkers / within 14 units

16 - 24	<b>86%</b>
25 - 34	<b>83%</b>
34 - 44	<b>77%</b>
45 - 54	<b>72%</b>
55 - 64	<b>72%</b>
65 - 74	<b>72%</b>
75 +	<b>86%</b>

## Over a decade of falls



**Estimated alcohol-related violent crime** fallen by half in Scotland since 2008/9 <sup>3</sup>



**530** **2010**  
**230** **2019**



**Significant fall in drink driving accidents** in Scotland <sup>4</sup>



**Binge drinking\*\*** among Scottish drinkers has fallen by over a quarter since 2009, now **lowest on record** <sup>5</sup>



**Substantial fall** in recorded offences of drunkenness and disorderly conduct between 2010/11 and 2020/21 <sup>6</sup>



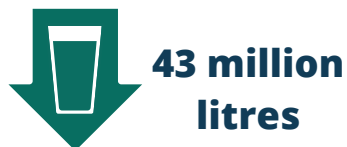
## Impact of COVID-19



**Scottish drinkers drank the same or less** during and since the pandemic (89%) <sup>7</sup>



Of drinkers consume alcohol **either once a week or less** <sup>7</sup>

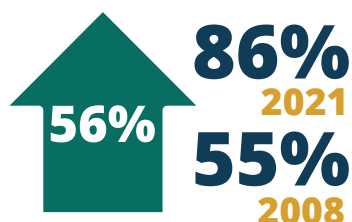


Of alcohol sold in 2020, **lowest on record** and remained so in 2021 <sup>8</sup>

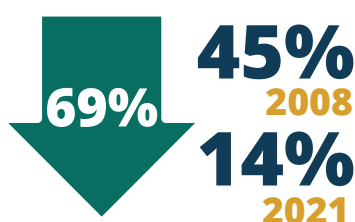


**Increase in alcohol-specific deaths** in 2020 versus 2019 <sup>9</sup>

## Focus on Young Adult drinking



Increase in proportion of 16-24 year olds who **don't drink or drink within CMO guidelines** <sup>10</sup>



Fall in proportion of 16-24 year olds who **drink above CMO guidelines** <sup>10</sup>



Of the most loved drinks brands among 18-24 year olds are **all soft drinks** <sup>11</sup>

## A spotlight on underage drinking



**Fall in weekly drinking** amongst 13-15-year olds since 2004 <sup>10</sup>

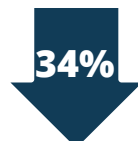


Between 2010 and 2021, children's exposure to alcohol TV advertising reduced by almost three-quarters \* <sup>14</sup>



Fall in 13-15 year olds who **have ever had a drink** since 2004 <sup>12</sup>

**Supporting these falls have been**



**Fall in alcohol related hospital stays** for 15-19-year olds since 2008/9 <sup>13</sup>



Sources: 7. Drinkaware Scotland Nations Report, November 2021; 8. Public Health Scotland, June 2022; 9. National Records of Scotland, August 2021; 10. Scottish Health Survey, November 2022; 11. Savanta/BrandVue Drinks, 2022; 12. Scottish Government, November 2019; 13. ISD Scotland, November 2019; 14. ASA, May 2022. \* making up just 0.9 of TV ads seen by children each week.