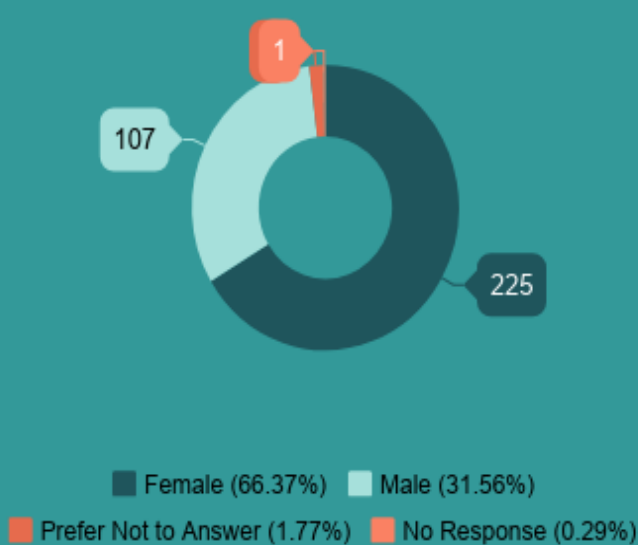


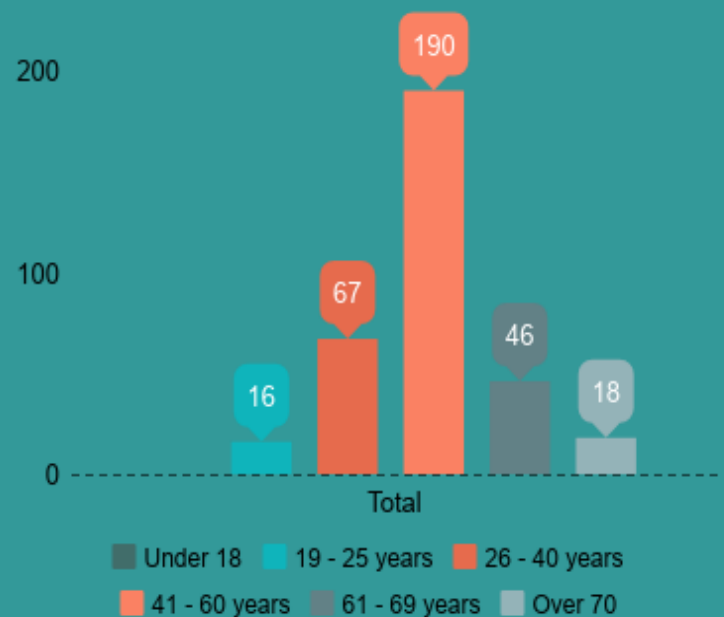
South Ayrshire Community Licensing Survey 2018

Demographics of Responses

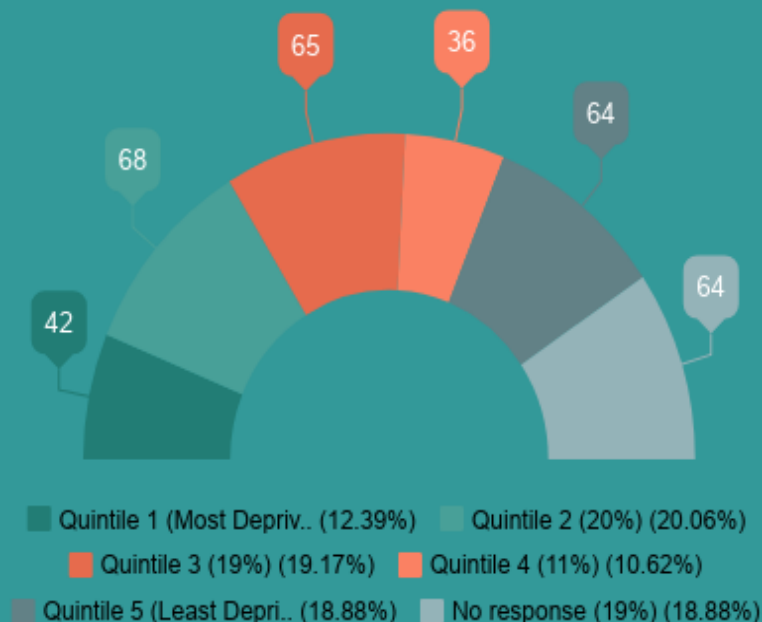
Gender of Respondents



Age

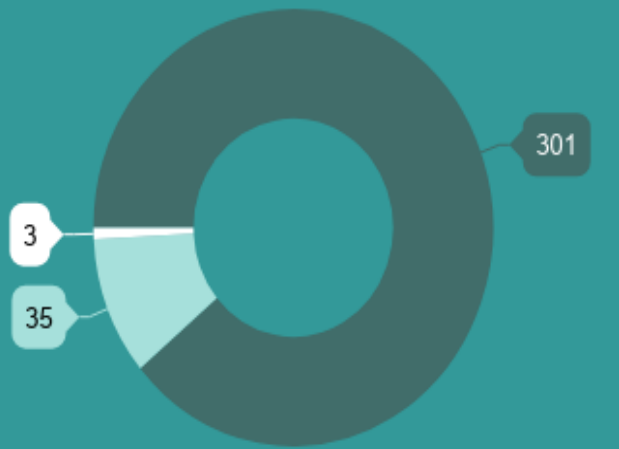


Response by Scottish Index of Multiple Deprivation (SIMD)

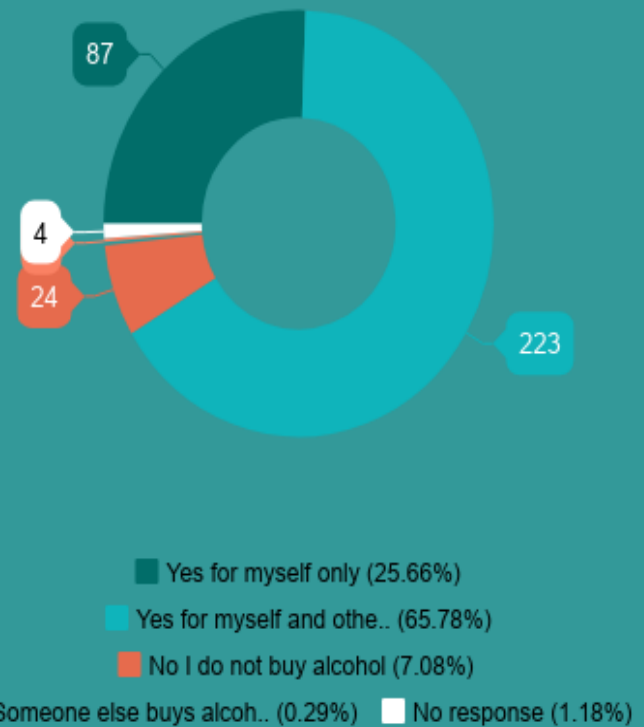


How does the local community purchase alcohol?

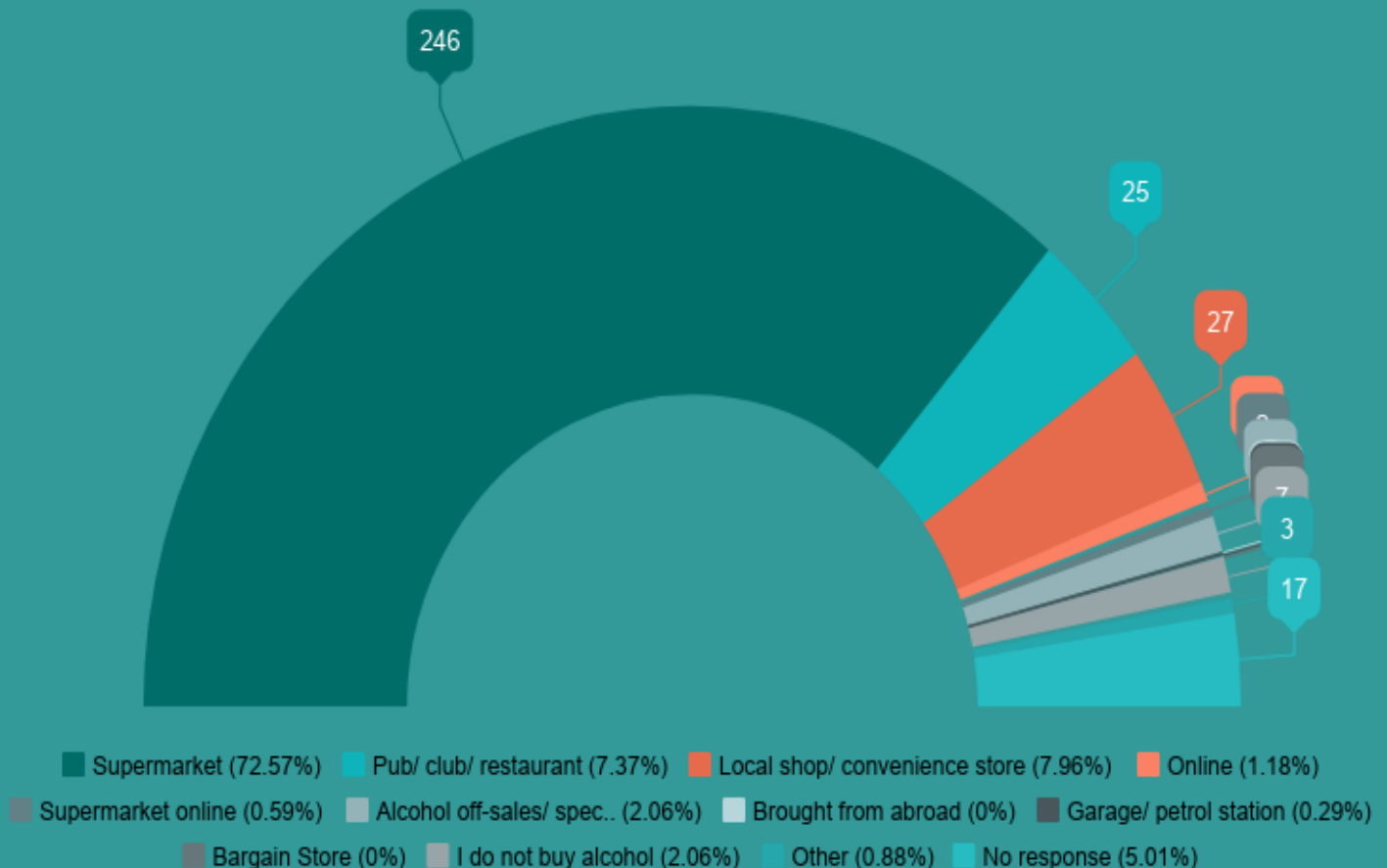
Do you drink alcohol?



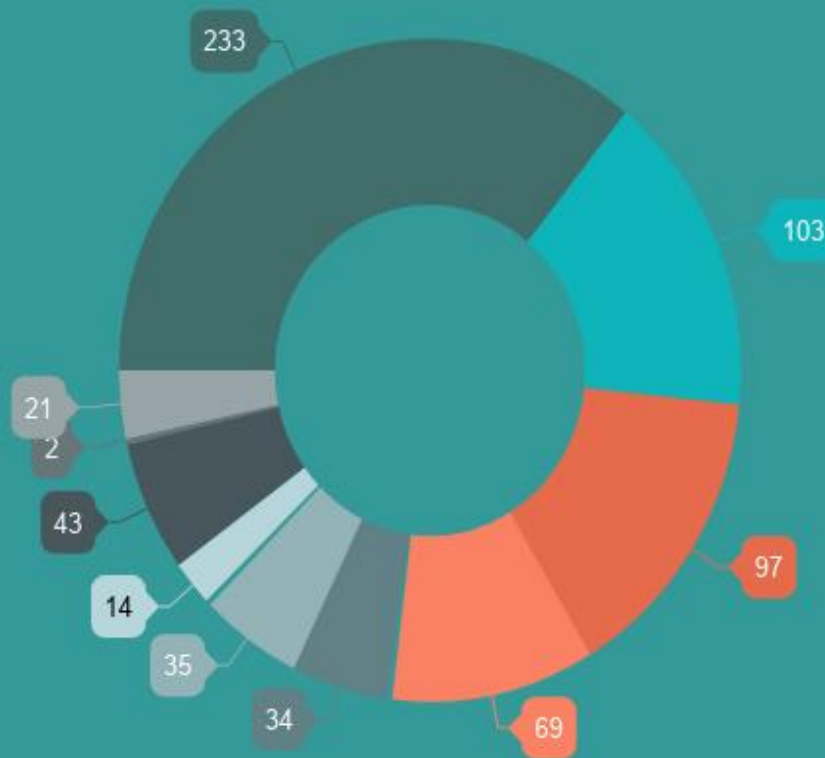
Do you buy alcohol?



Where do you buy alcohol most frequently?

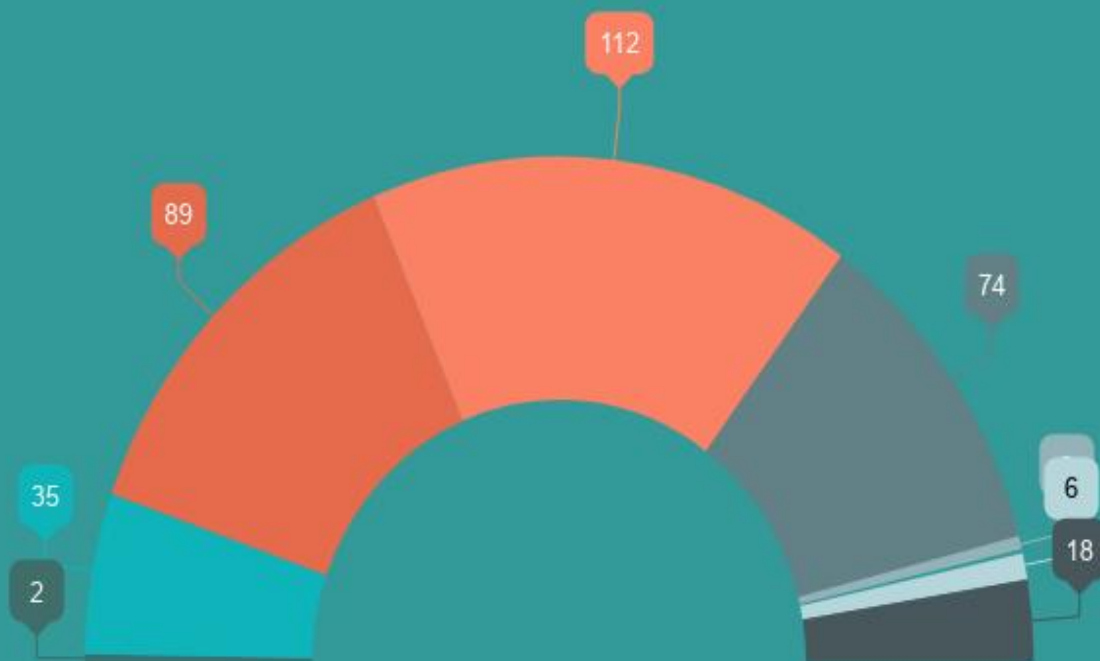


Why are you more likely to buy alcohol from here?



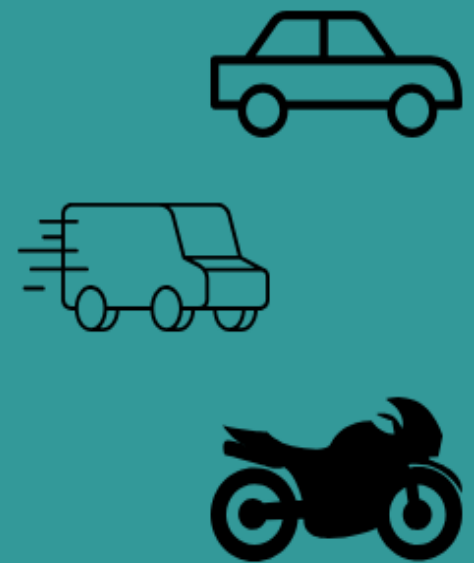
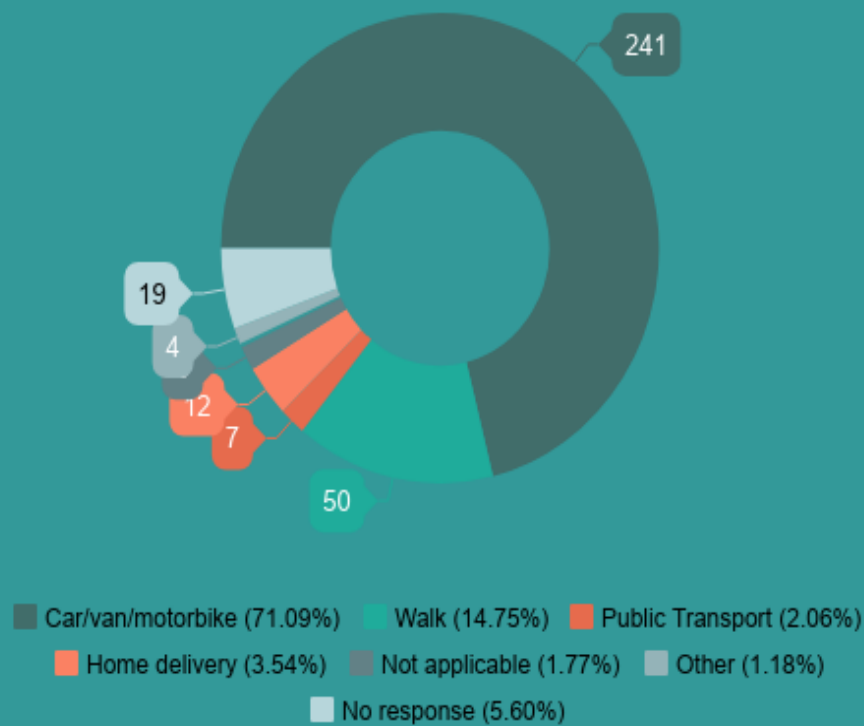
- While shopping for other items (35.79%)
- I like the price (15.82%)
- I like the wider selection (14.90%)
- I like the location (10.60%)
- I like the opening hours (5.22%)
- I like a specific brand (5.38%)
- I like home delivery (2.15%)
- I like the deals (6.61%)
- Due to local advertising (0.31%)
- Other (3.23%)

How often do you buy alcohol?

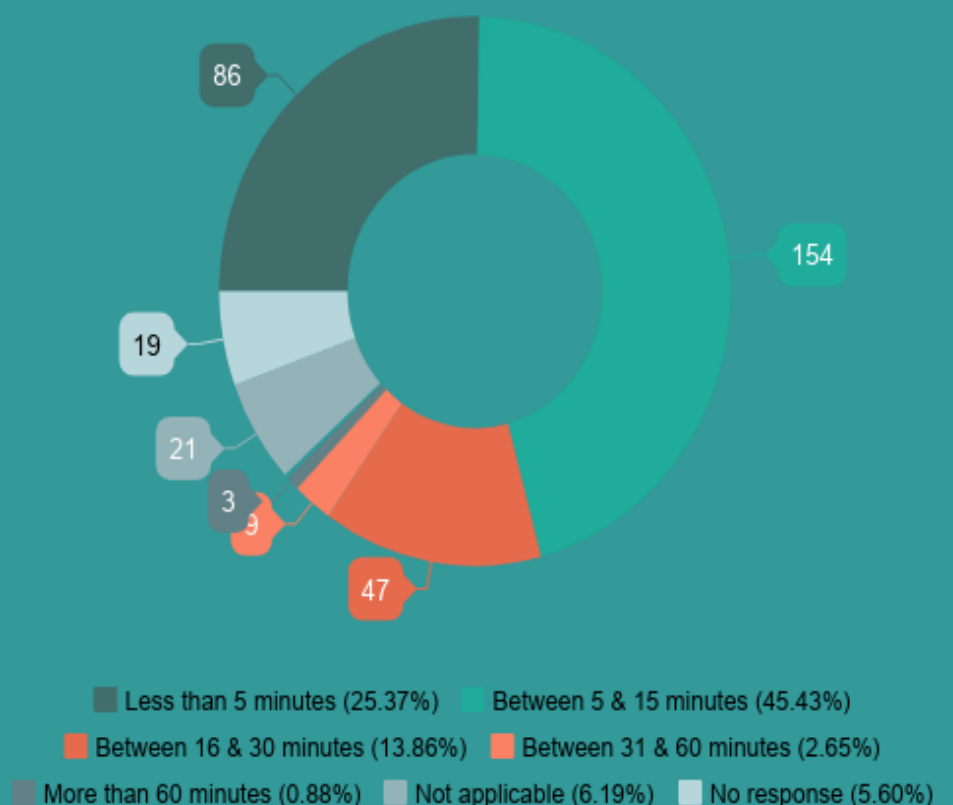


- Everyday (0.59%)
- 2-6 times a week (10.32%)
- Once a week (26.25%)
- 1-3 times a month (33.04%)
- Few times a year (21.83%)
- Less than once a year (0.88%)
- I do not buy alcohol (1.77%)
- No response (5.31%)

How do you travel to the place where you buy alcohol most frequently?



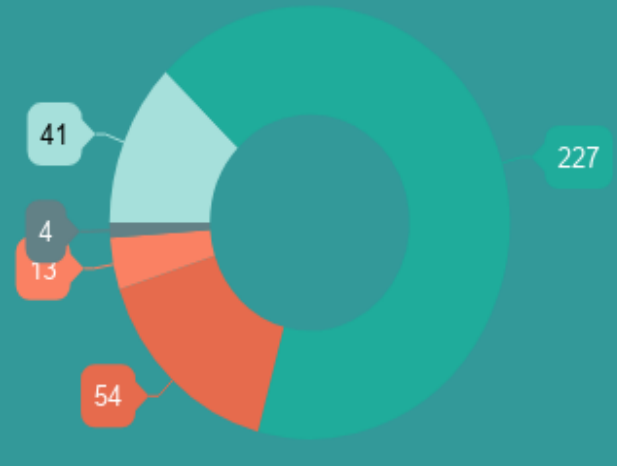
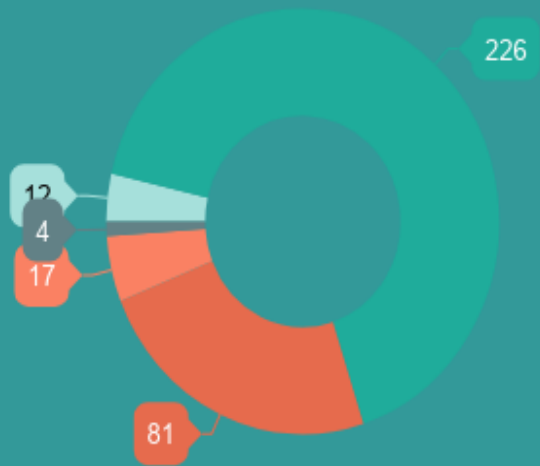
How long does it take to get to the place where you buy alcohol?



What does the local community think about the availability of alcohol?

Do you consider the number of off-licence premises in your area is?

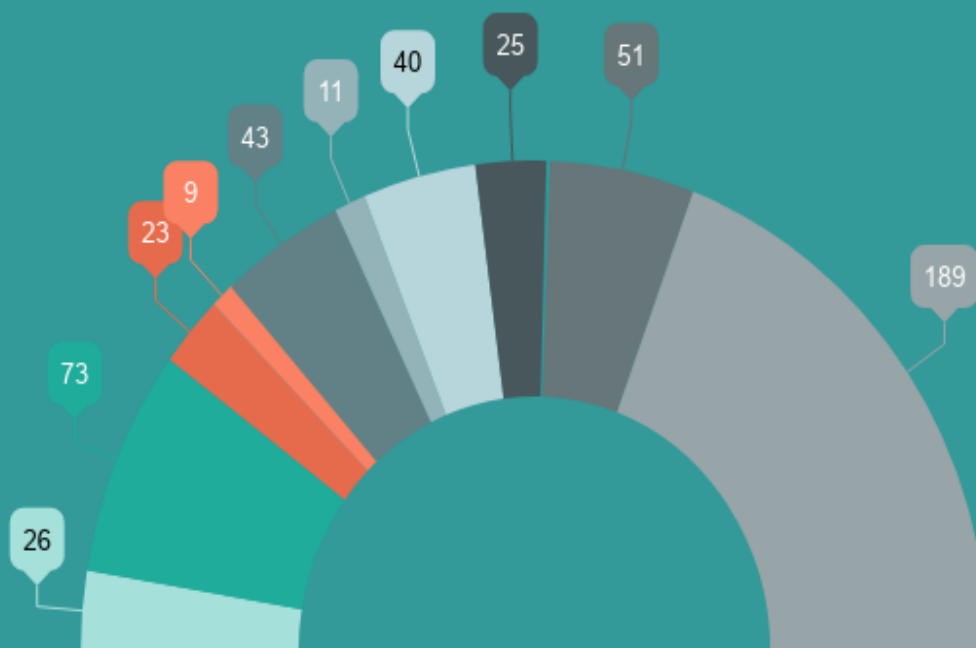
Do you consider the number of on-licence premises in your area is?



■ Too Few (3.53%)
 ■ About Right (66.47%)
■ Too Many (23.82%)
 ■ Not Sure (5%)
■ No response (1.18%)

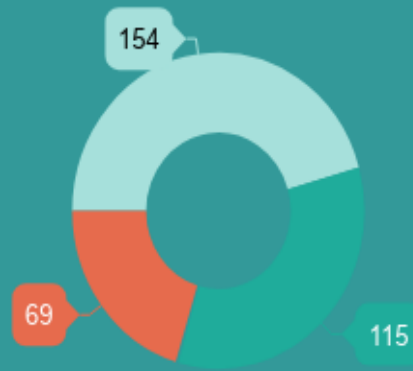
■ Too Few (12.09%)
 ■ About Right (66.96%)
■ Too Many (15.93%)
 ■ Not Sure (3.83%)
■ No response (1.18%)

Which type of premises do you think there are too many of in your local area?



■ Supermarket (5.31%)
 ■ Local shops (14.90%)
 ■ Off-licence (4.69%)
 ■ Nightclub (1.84%)
 ■ Pub (8.78%)
 ■ Hotel/ Restaurant (2.24%)
■ Garage/ Petrol Station (8.16%)
 ■ Takeaway (5.10%)
 ■ Bargain Stores (10.41%)
 ■ There aren't too many (38.57%)

Should events targeted at children and families sell alcohol?



■ Yes (45.56%) ■ No (34.02%) ■ Not sure (20.41%)

"Responsible drinking needs to be advertised to families rather than not having an awareness of it"

"Alcohol should not be available at family orientated events, however I am happy for it to be available at music concerts etc which are on the whole targeted at adults."

"We want Scotland to move away from a culture of alcohol. A good place to start is showing our children that we can go to events and enjoy them without the need for alcohol to enhance the occasion"

How does alcohol use affect children where you live?

Welfare of Children



“I live in a ‘deprived’ area and drug and alcohol have a huge impact on children both in terms of starting to drink and binge drink from a very early age and also in terms of upbringing and parents being under the influence, spending all money on alcohol. Children grow up thinking this is normal and follow suit.”

The Availability of Alcohol

“I have seen small groups of young children drinking cans of alcohol in the street! The control of sales should be the priority.”

“I don’t tend to shop in the smaller, local shops, however if in a row of shops 4 out of 5 sell alcohol –it is readily available. This is where children in particular will shop for sweets, magazines etc.”



How does alcohol use affect teenagers where you live?



Peer Pressure & Vulnerability

“Teens are encouraged into drinking and some areas have become teenage drinking dens with the associated screaming and fighting making some areas hazardous for non-drinkers.”

“They drink in the street and do not realise the harm it does to them.”

Lack of Alternatives to Alcohol use

“There are not a lot of activities for teenagers and I think they use alcohol as entertainment since they have few other options. This is not healthy and needs to be addressed.”

Anti-Social Behaviour

“Young people get drunk, shout and scream, fight, drop bottle/ litter and damage property walking the streets.”



How does alcohol use affect adults where you live?

Problematic Alcohol Use



“People are relying on alcohol, rather than each other, to get them through the day.”

“The ease of access to cheap alcohol leads to a high instance of alcohol misuse.”

Drinking Behaviours

“Excessive consumption is very visible with people pre loading before they go to pubs/ clubs.”

Anti-Social Behaviour

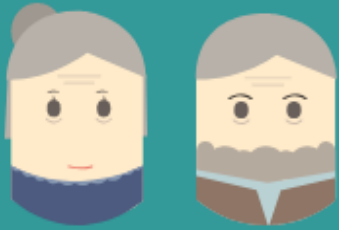
“Alcohol if measured is a positive, enjoyable experience for many adults. However, excessive consumption tends to result in violence, aggressive behaviour and accidental injuries, which is unfortunately a negative experience for everyone involved.”

Lack of Alternatives to Alcohol Use

“Want to hang out with friends in Prestwick? You’re either walking along the beach, possibly a church event, or you’re going out for drinks/dinner. For people in financial difficulties this will reinforce differences and exacerbate social isolation. I wouldn’t like to be a recovering alcoholic here.”



How does alcohol use affect older adults where you live?



Social Isolation & Loneliness

“A lot of older people use alcohol to cope or alleviate social isolation and loneliness.”

“I believe older men are more affected but I believe if you were to close the pubs, these people would never leave their homes. They rely on going to the pub as their company and socialisation – what do you replace this with?”

Fear & Vulnerability

“Vandalised property and abuse from teenagers which makes them scared to leave their house.”

“Older people are nervous of going out at night and reluctant to answer their doors.”

“Older people often feel vulnerable through behaviours of teenagers involved in alcohol consumption.”

Health

“It can cause falls, disorientation and exacerbate other health problems which lead to more hospital admissions.”

“It often causes health issues, neglect to themselves, injuries, can cause financial difficulties and relationship problems.”



How does alcohol affect the cultural, social and economic life of the area where you live?



Tourism & Local Economy

“Shopkeepers make a significant portion of sales from alcohol.”

“As a community that has a lot of tourist trade, bars, restaurants, hotels etc benefit from this – which is good for the economy.”

“Brings people into the area so probably benefits the area economically.”

Culture

“It has a huge detrimental effect as alcohol is so engrained in the culture in Scotland. People need to be made aware of the dangers to health and society as a whole of consuming too much alcohol. Other countries do not have the same problems around alcohol consumption. I am thinking of Sweden and Canada where alcohol can only be purchased in government controlled off-licences.”

“The community would benefit from having a wider choice of things to do culturally and socially.”

“There have been a couple of cafes that are open later – which is great to see – rather than having only pub/ restaurants as choices.”