



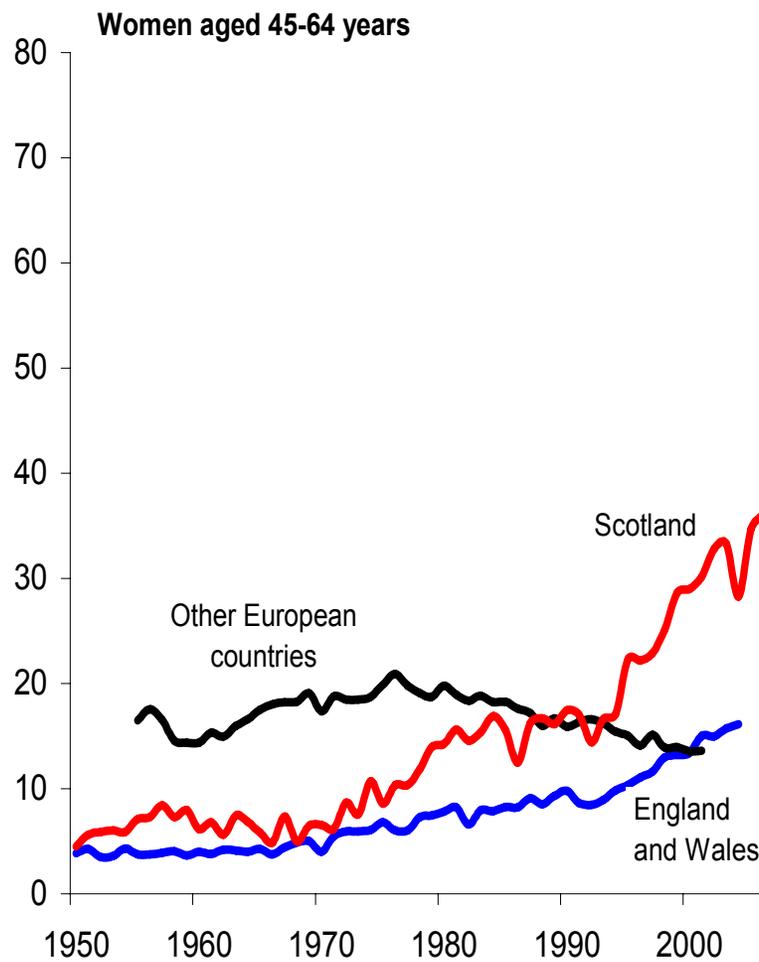
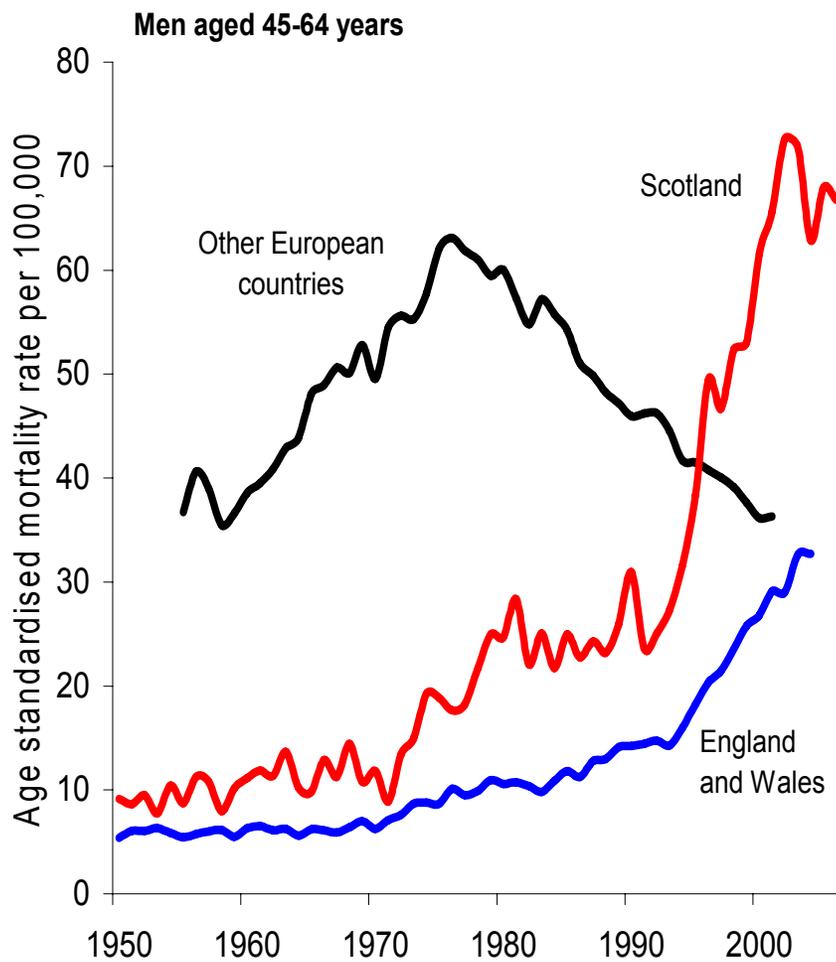
Monitoring and Evaluating Scotland's Alcohol Strategy (MESAS)

Alcohol consumption in Scotland and the prospects for alcohol pricing policies

Clare Beeston, Mark Robinson, Dr Gerry McCartney, Neil Craig
NHS Health Scotland

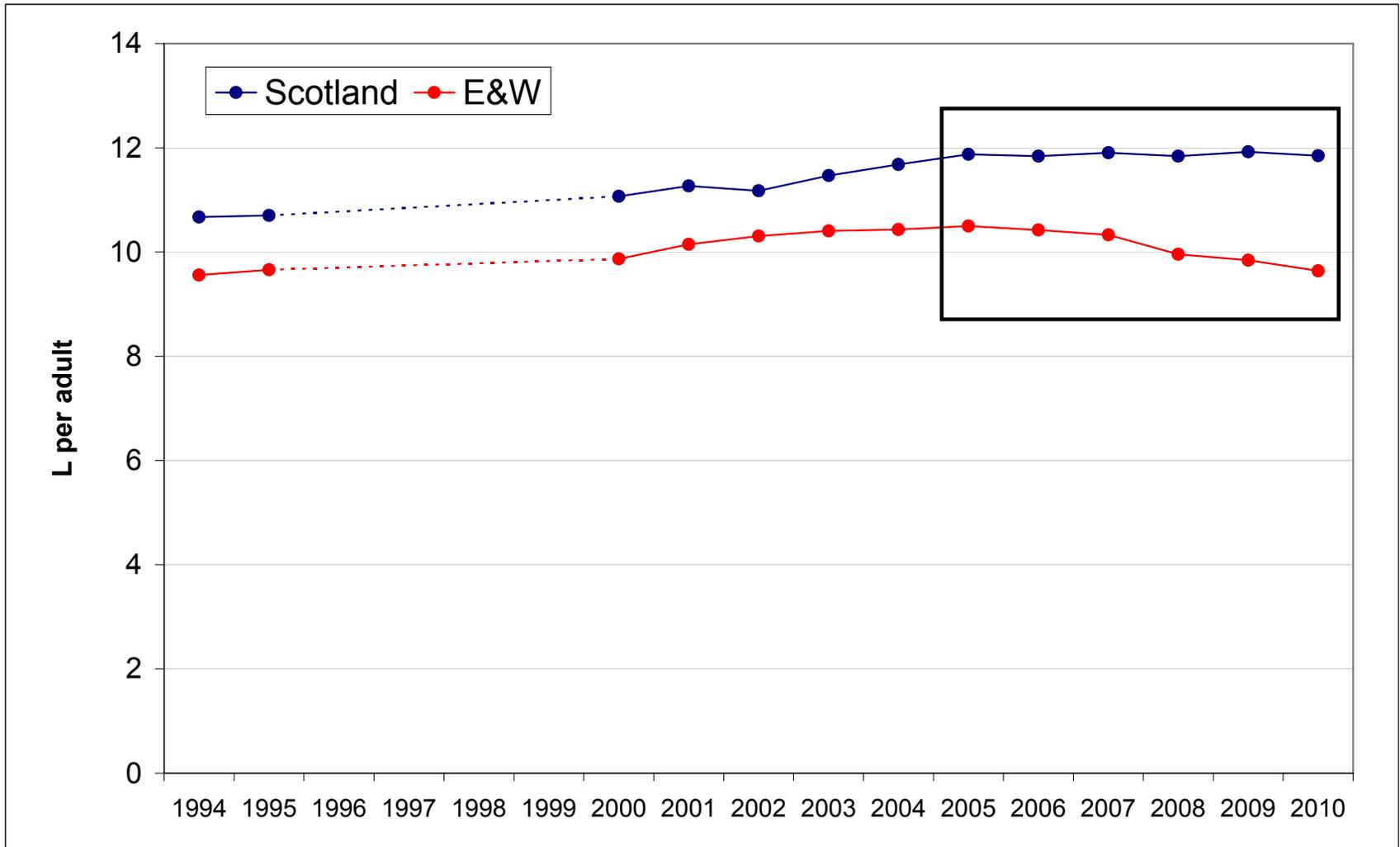
Chronic Liver Disease mortality rates per 100,000 population 1950-2006

updated from Leon and McCambridge, Lancet 367 (2006)



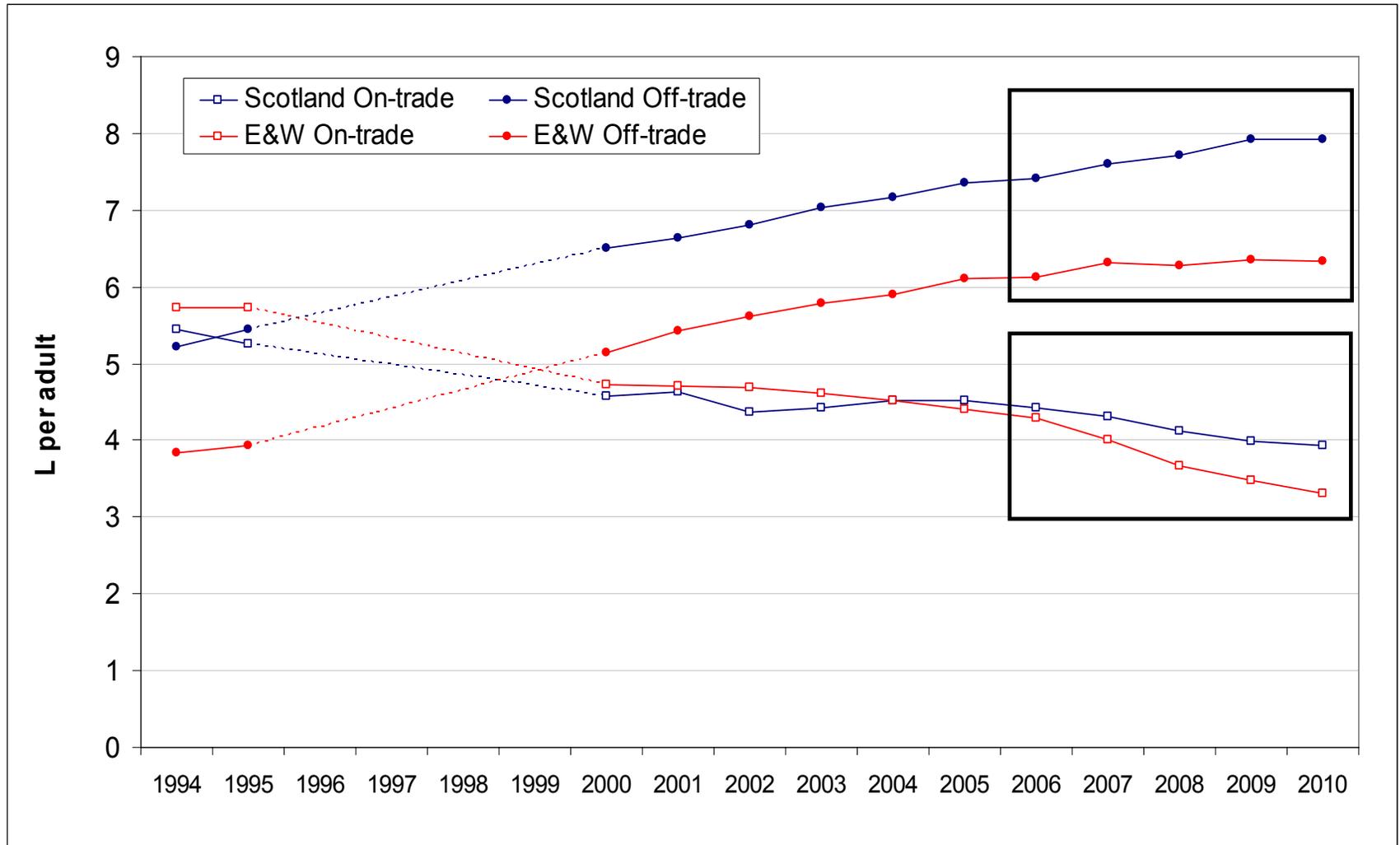
Consumption

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , 1994-2010



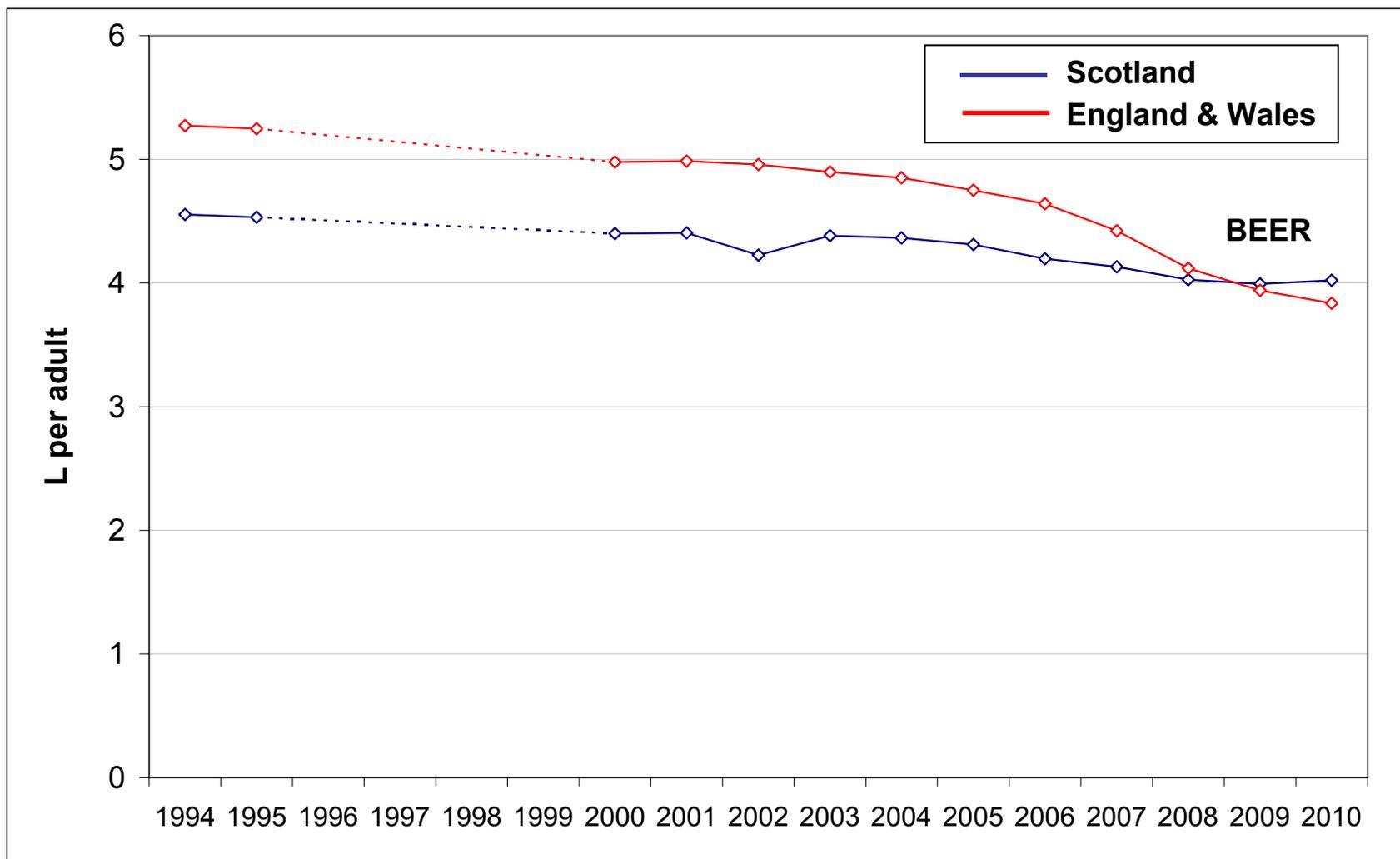
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by market sector, 1994-2010



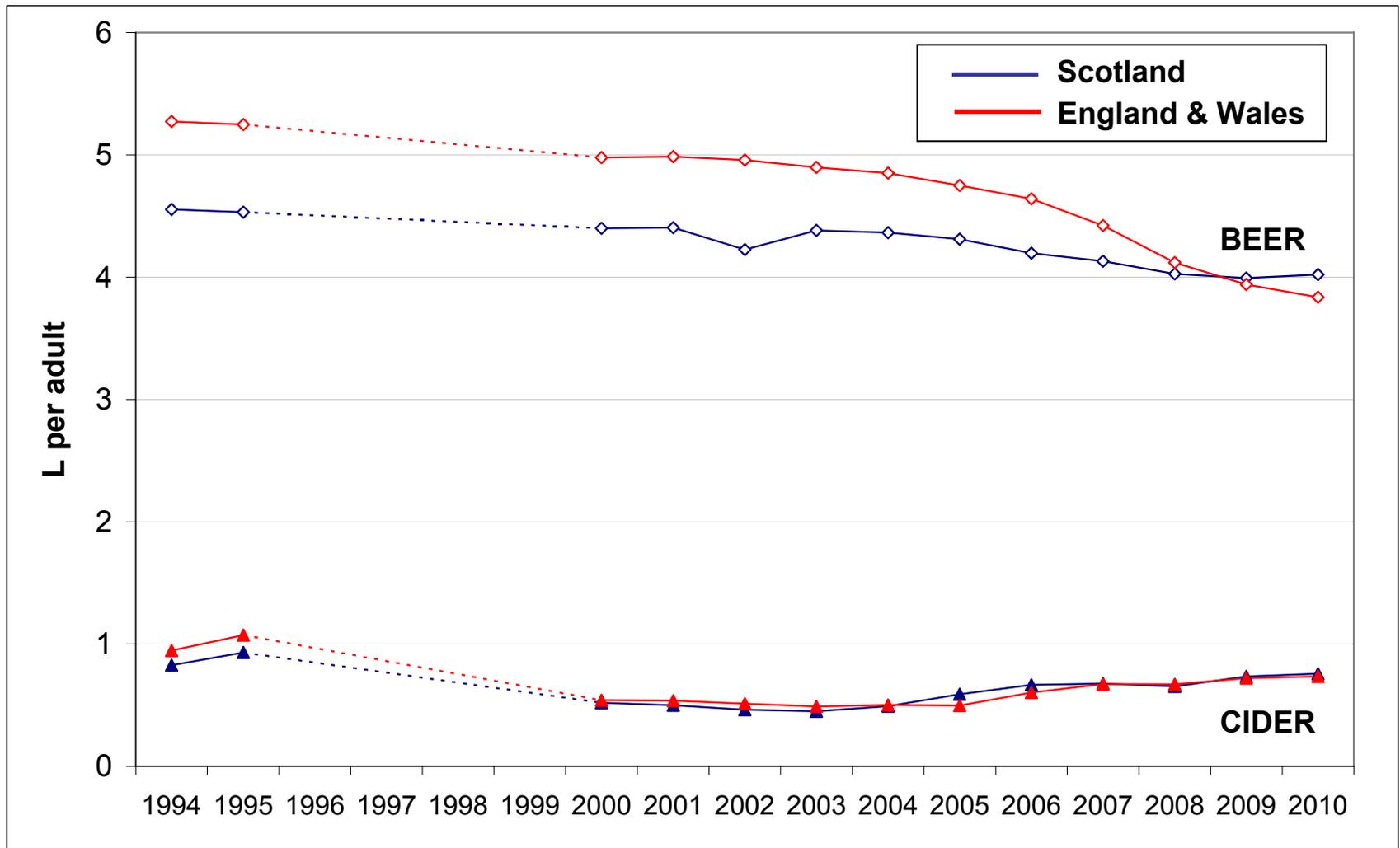
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by drink type, 1994-2010



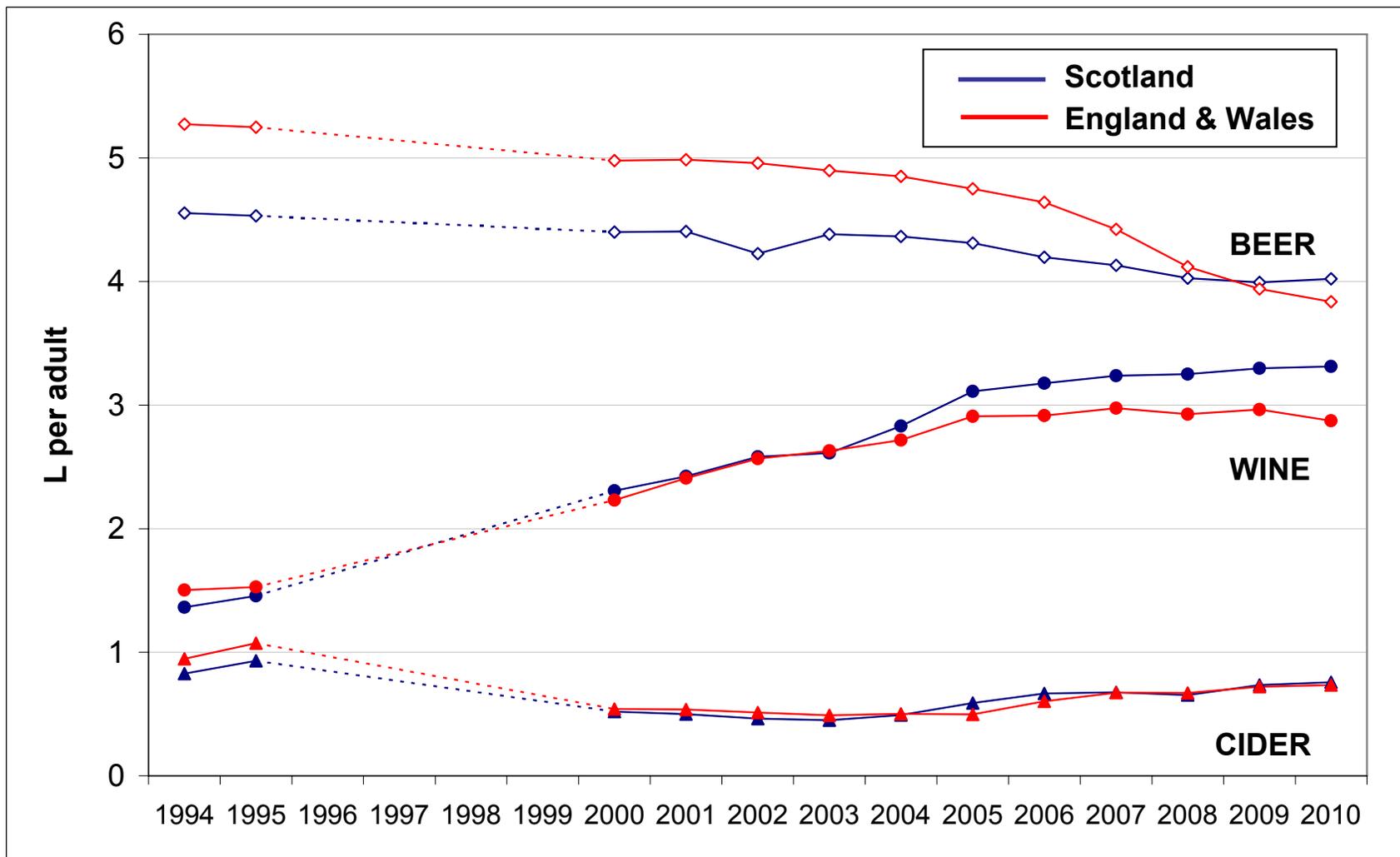
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by drink type, 1994-2010



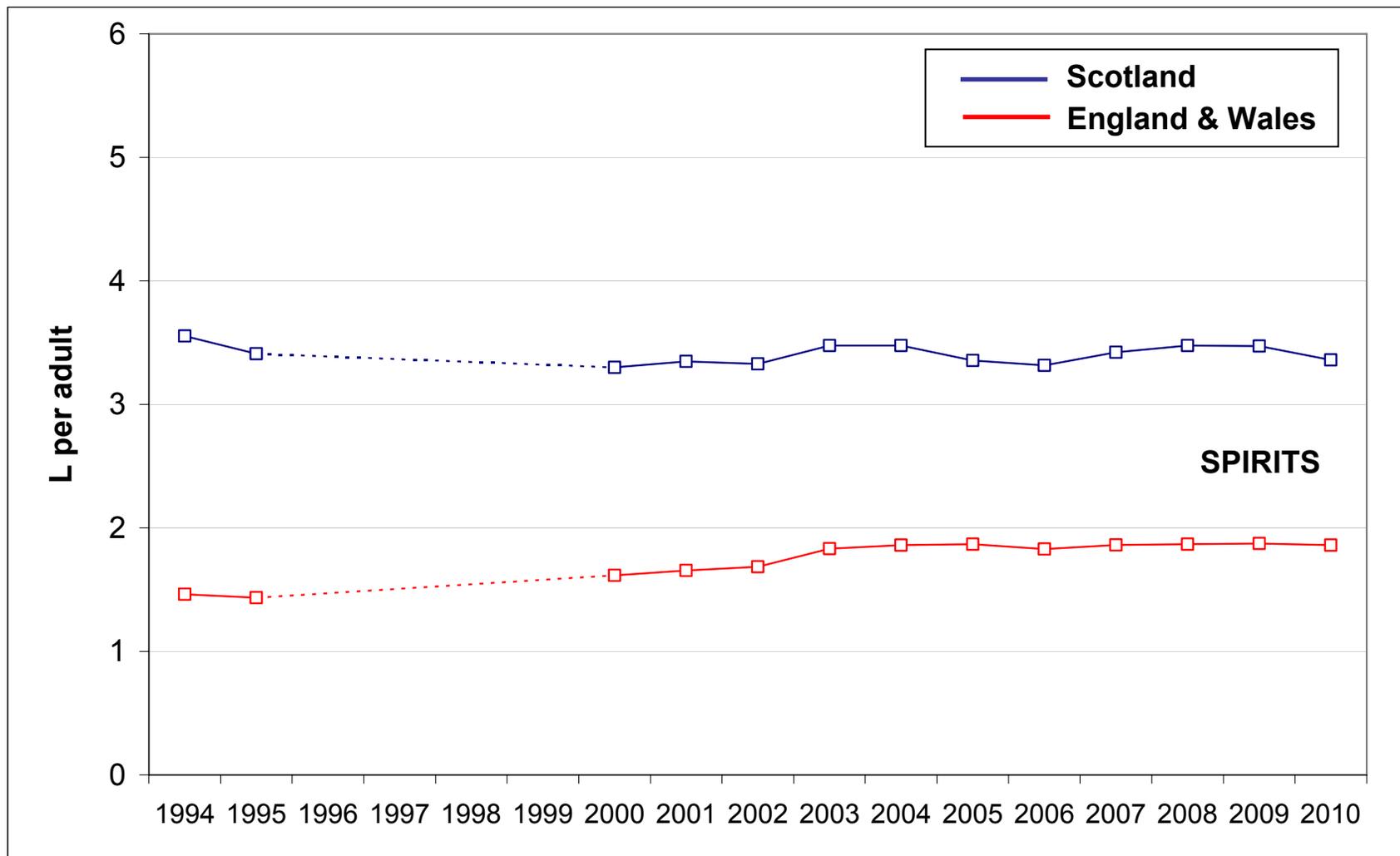
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by drink type, 1994-2010



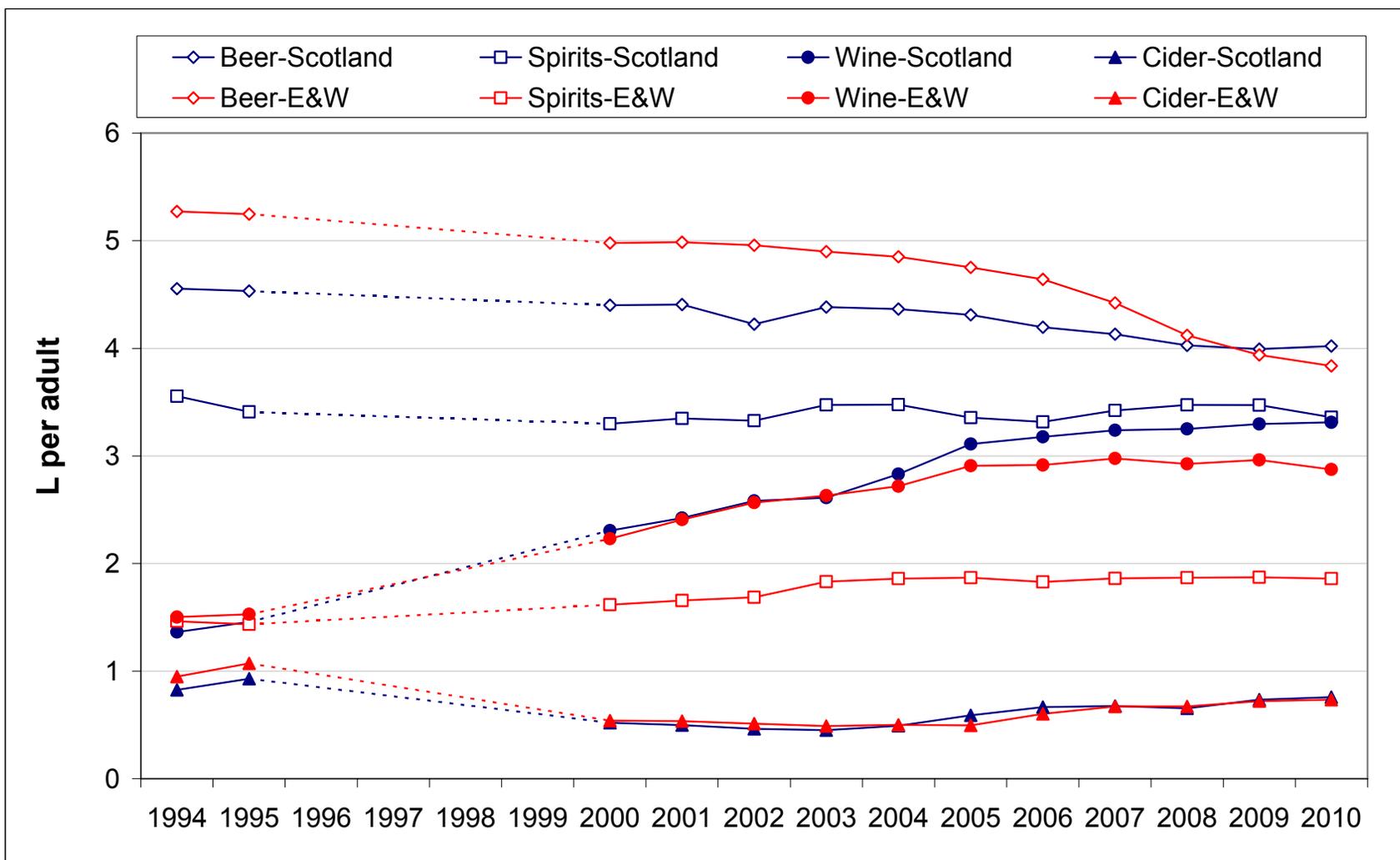
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by drink type, 1994-2010



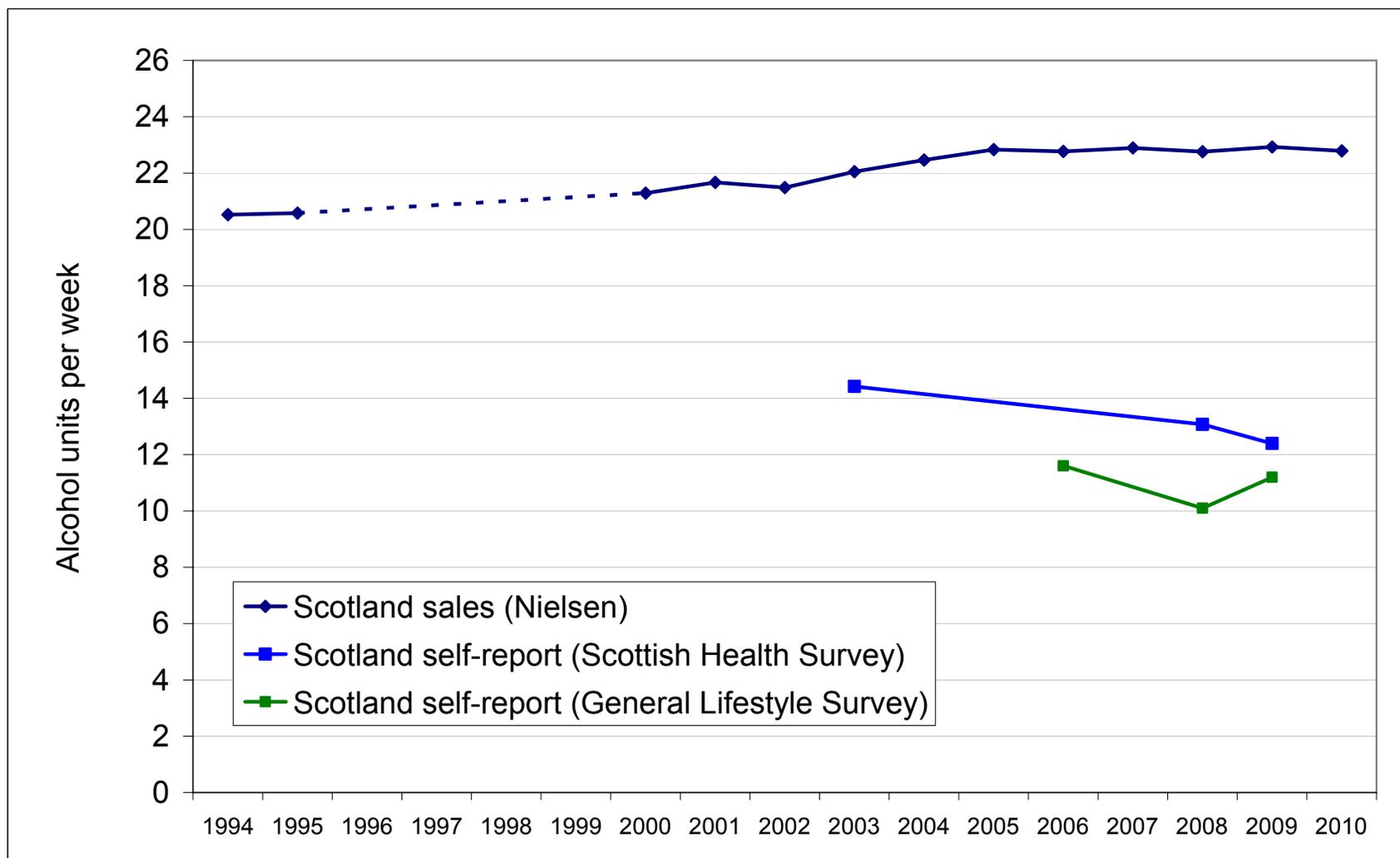
Source: Nielsen/CGA

Alcohol sales in Scotland and England & Wales per adult aged ≥ 16 , by drink type, 1994-2010

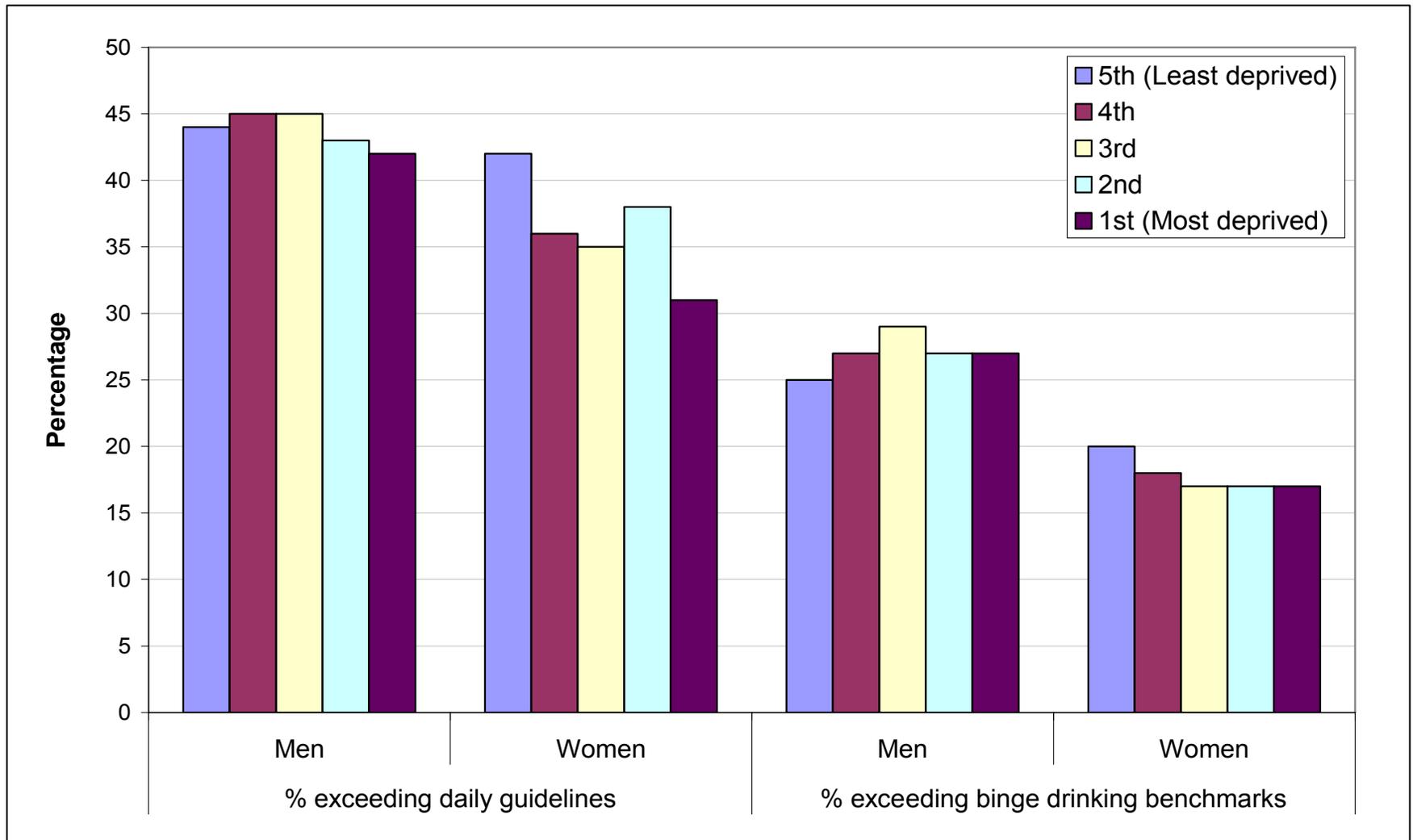


Source: Nielsen/CGA

Estimates of alcohol consumption per adult aged ≥ 16 : retail sales vs self-report survey

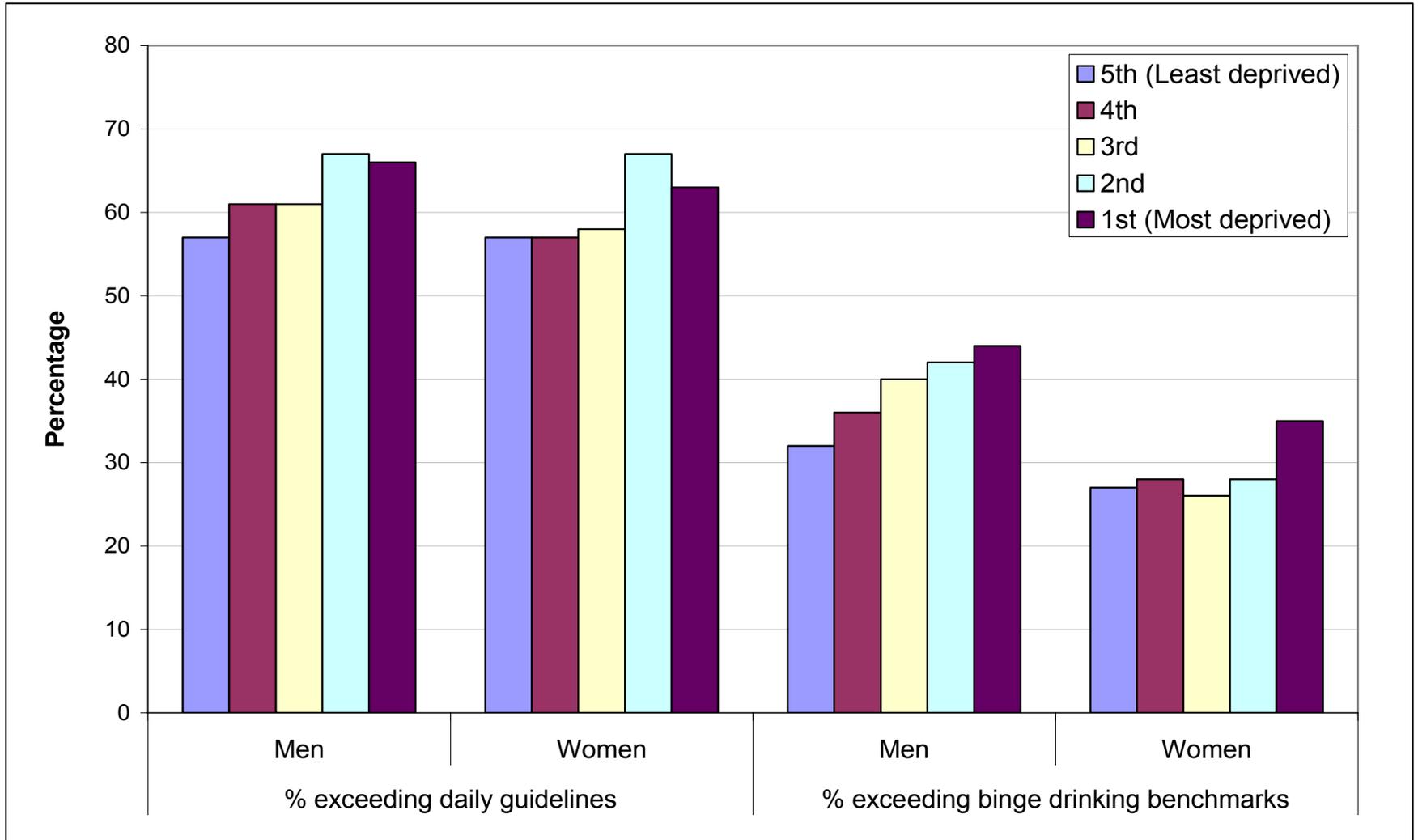


% exceeding benchmarks on heaviest drinking day in past week, by sex and SIMD, 2008



Source: Scottish Health Survey

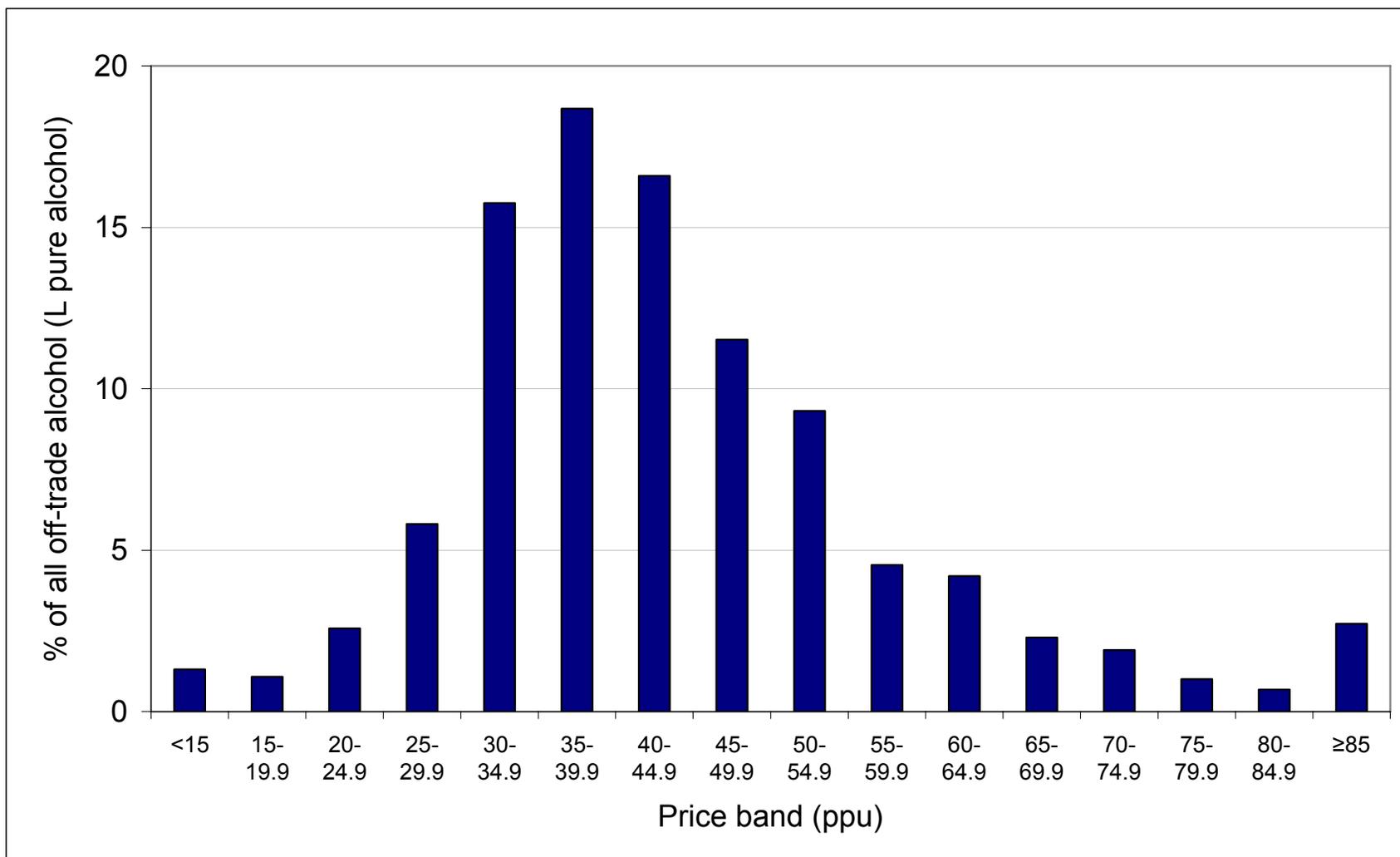
% exceeding benchmarks on heaviest drinking day in past week, by sex and SIMD, excluding abstainers, 2008



Source: Scottish Health Survey

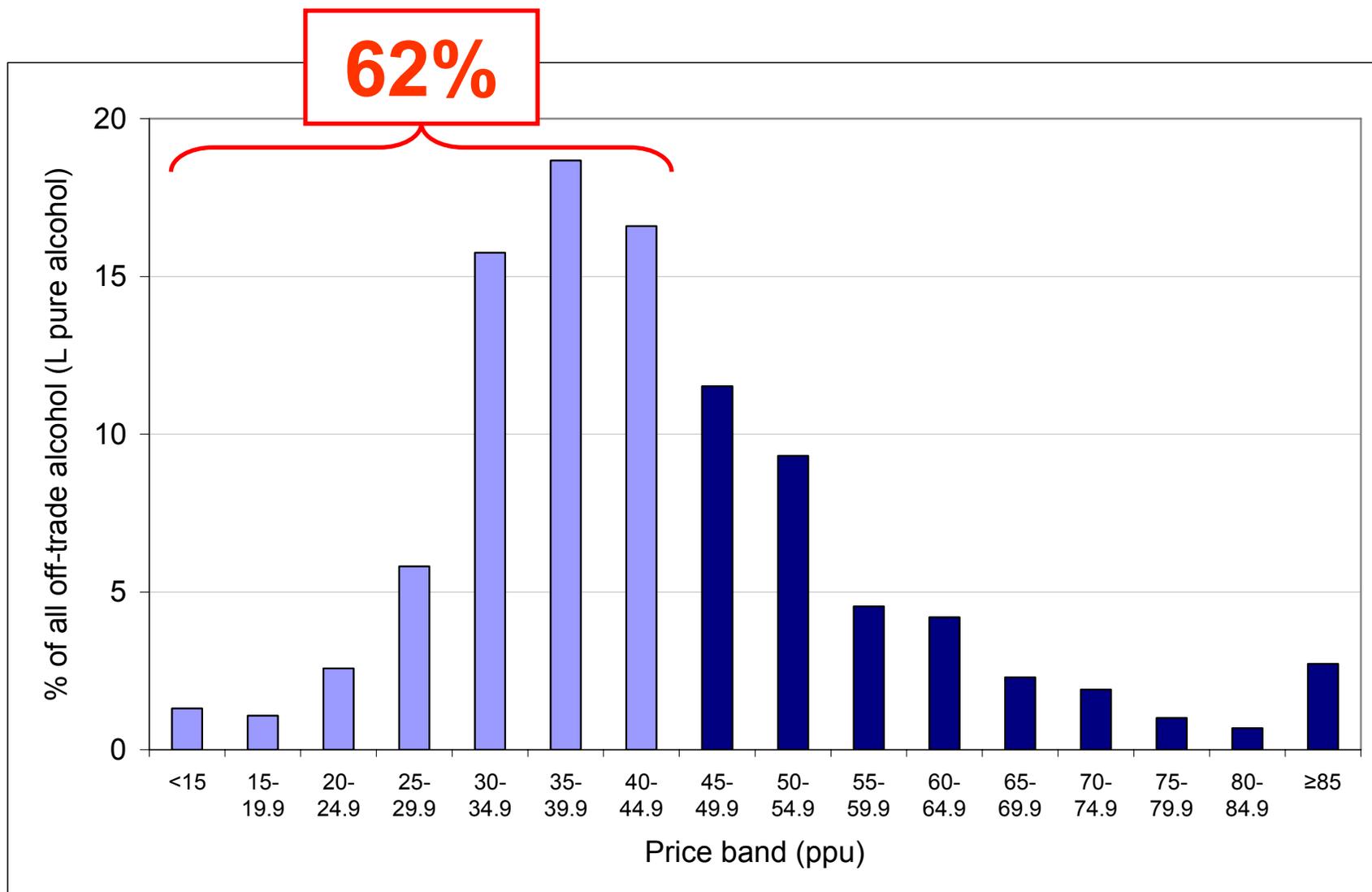
Price

Price distribution (%) of alcohol sold off-trade in Scotland, 2010



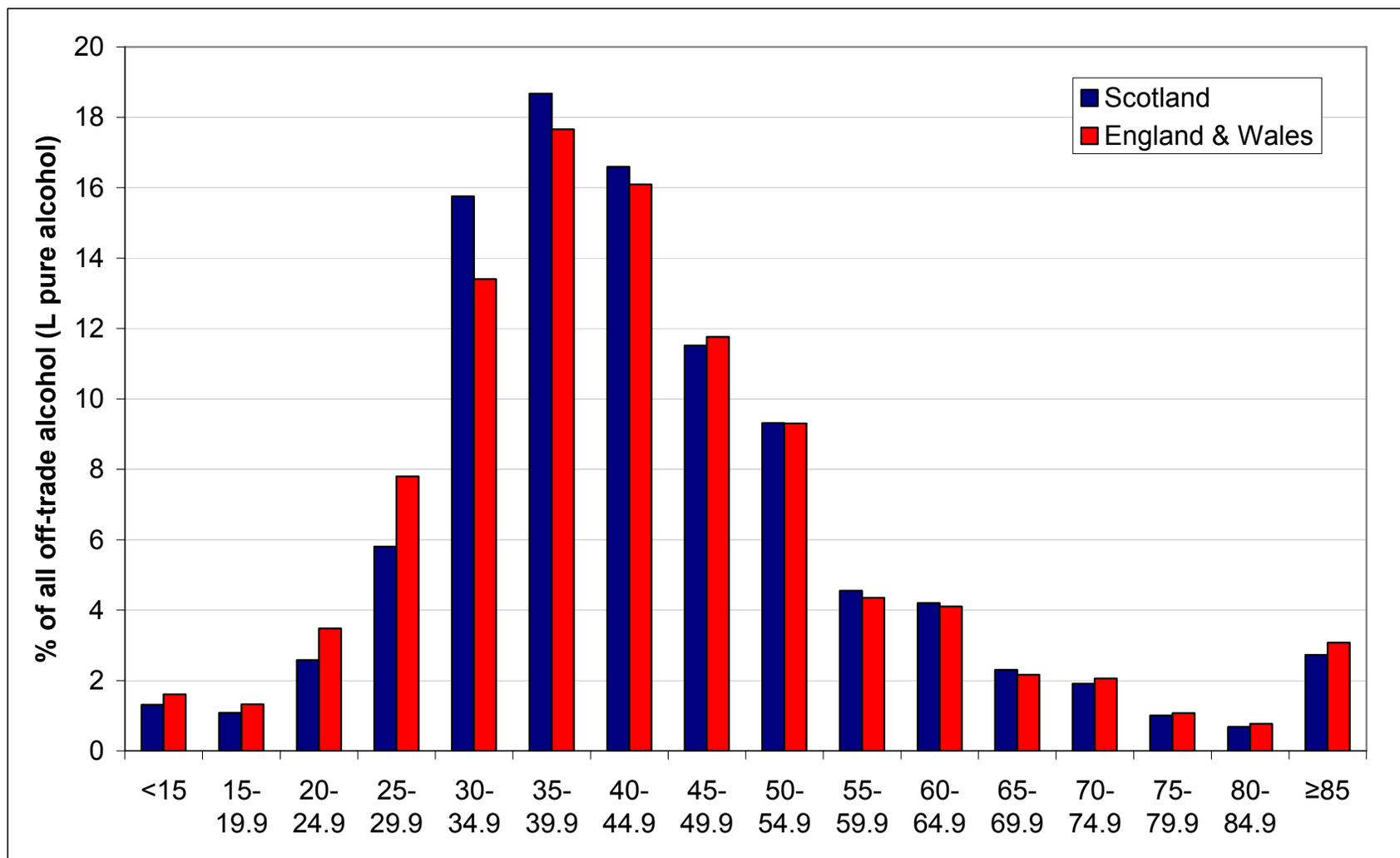
Source: Nielsen

Price distribution (%) of alcohol sold off-trade in Scotland, 2010



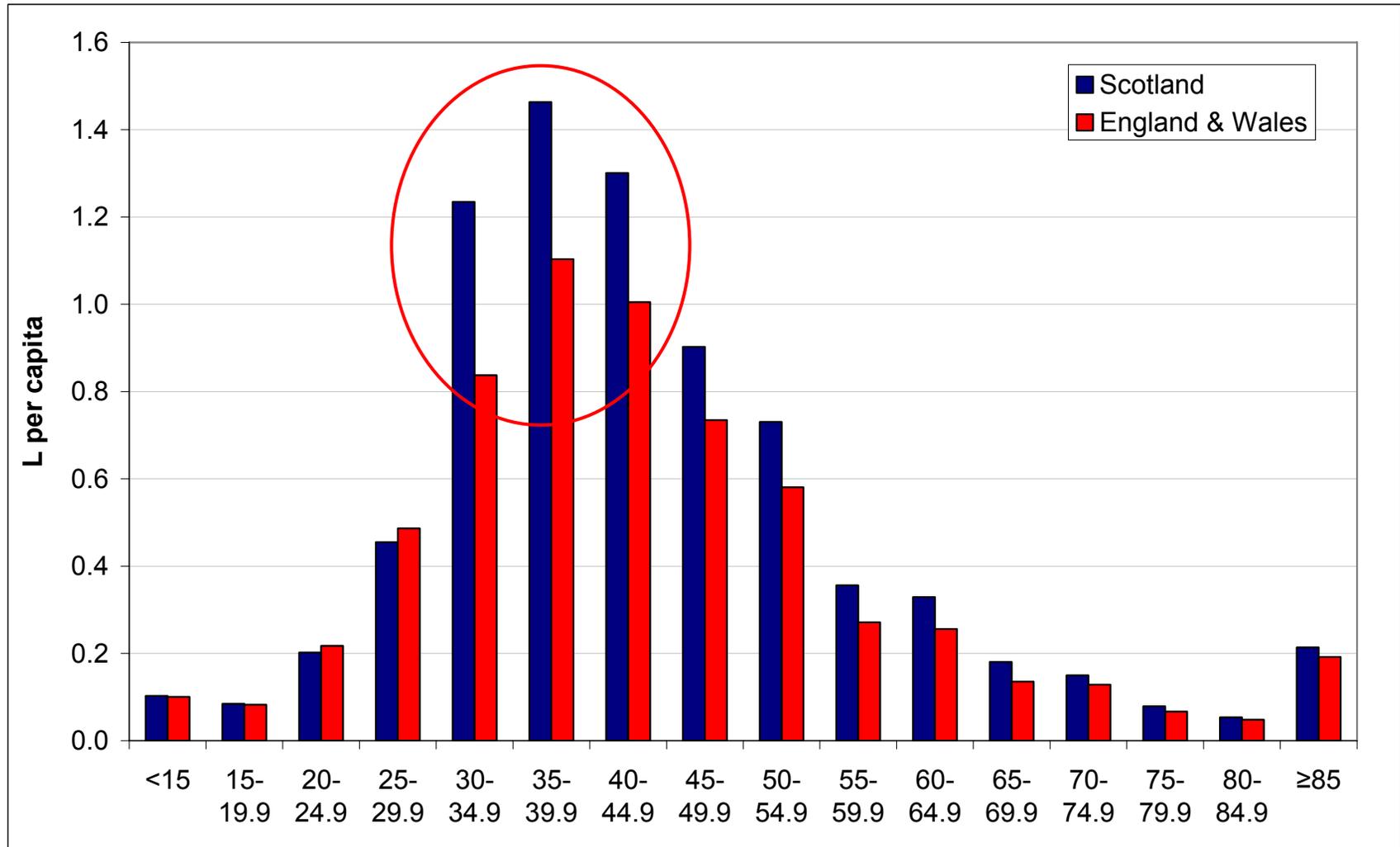
Source: Nielsen

Price distribution (%) of alcohol sold off-trade in Scotland and England & Wales, 2010



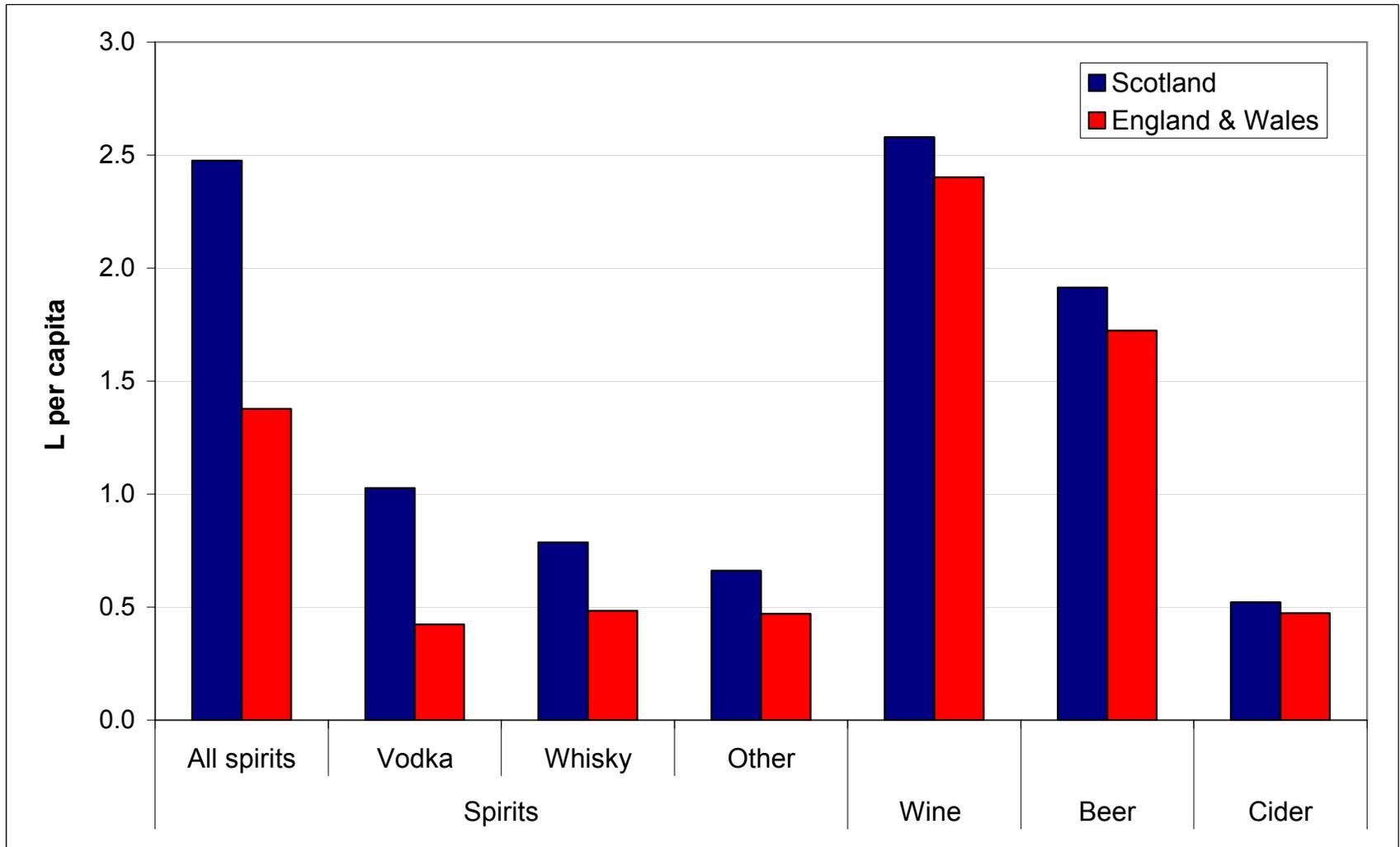
Source: Nielsen

Price distribution (L per adult) of alcohol sold off-trade in Scotland and England & Wales, 2010



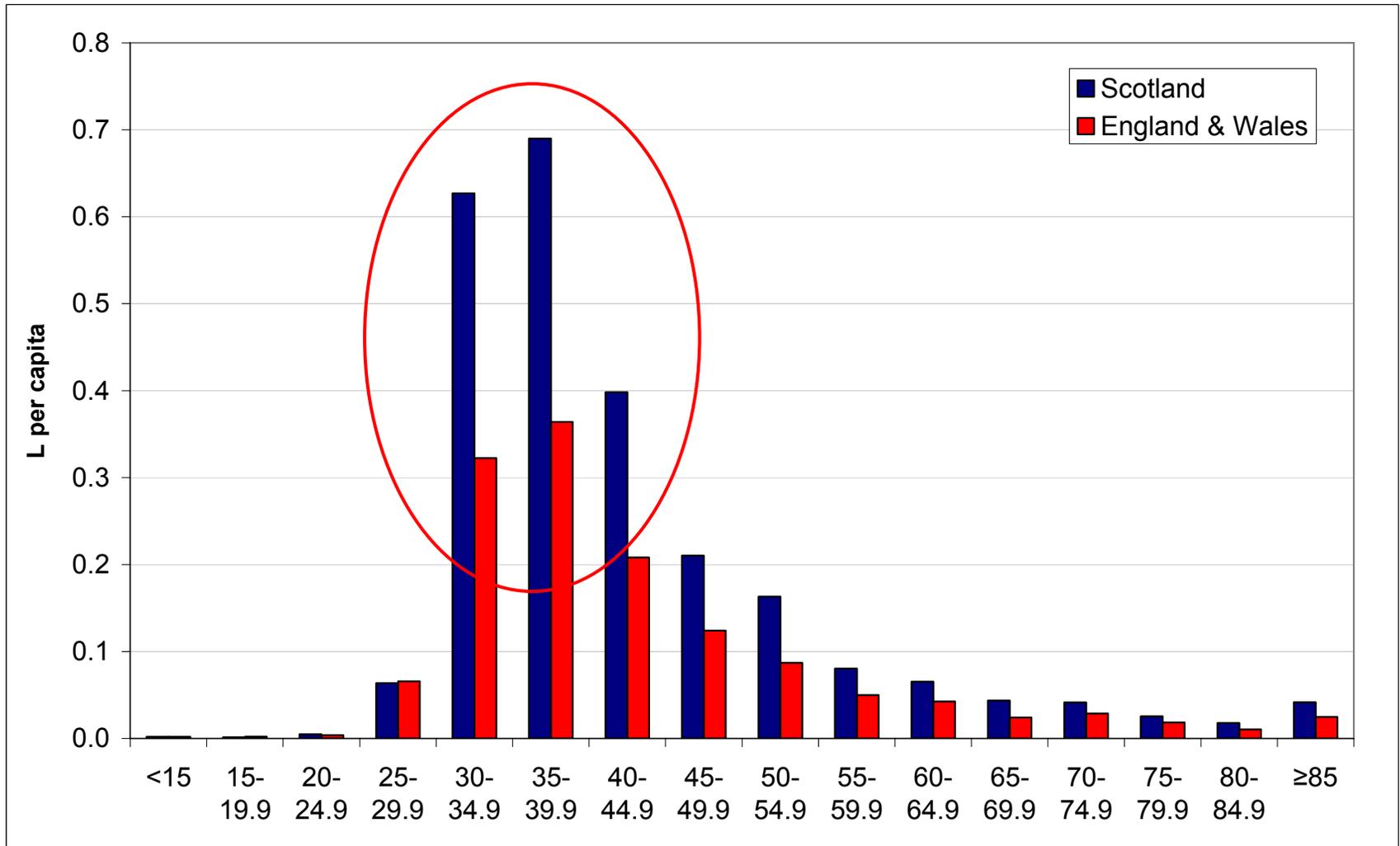
Source: Nielsen

Volume of alcohol (L per adult) sold off-trade in Scotland and England & Wales, by drink type, 2010



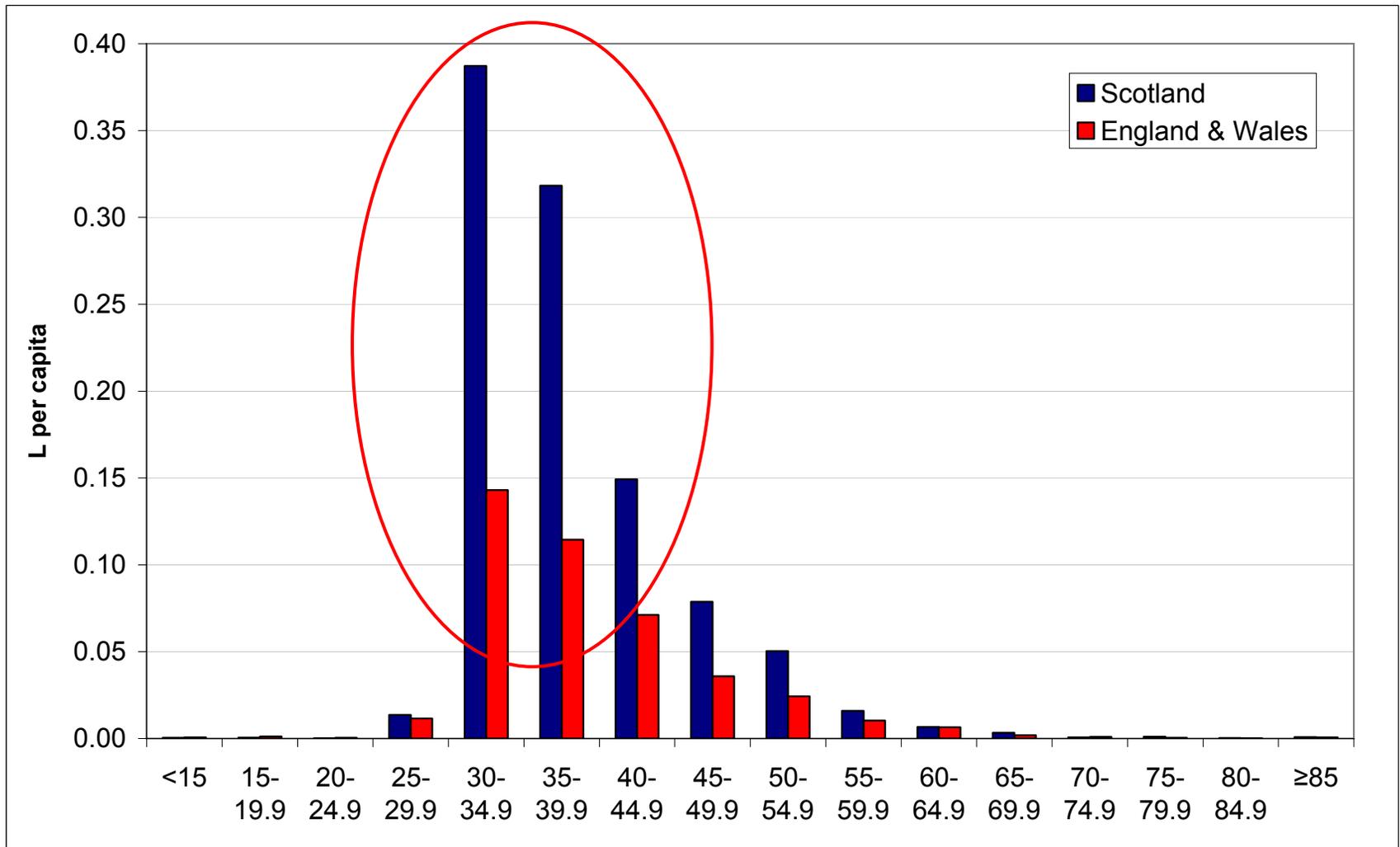
Source: Nielsen

Price distribution (L per adult) of spirits sold off-trade in Scotland and England & Wales, 2010



Source: Nielsen

Price distribution (L per adult) of vodka sold off-trade in Scotland and England & Wales, 2010



Source: Nielsen

Summary

- Per capita alcohol sales in Scotland 23% higher than in England & Wales.
- This is largely due to higher off-trade sales of cheap spirits, particularly vodka.



FURTHER INFORMATION

- MESAS pages at www.healthcotland.com

ACKNOWLEDGEMENTS

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- ISD
Lesley Graham, Joanne Hattie, Lucy Aiken, Chris Black, Natalie Stoner. Kevin Dunbar (on placement from NHS Tayside)

Thanks for listening!