



Late Night Penn State 2002

October 2002

Purpose

One purpose of this survey was to monitor student interest and satisfaction with the Late Night program. Another goal was to determine the relationship of the Late Night program and student consumption of alcohol.

Implications/Highlights

Attendance at Late Night programs continues to rise. A significant proportion of students (82%) feel that the program contributes positively to the Penn State environment and that Late Night is a good example of having fun without alcohol (78%).

Participation Rate

Total survey response: N = 1457
 Phone: N = 1005 of 1793 contacted (56%)
 Web: N = 452 of 2000 contacted (23%)

Findings

Attendance at Late Night programs continues to increase. Over half of the respondents had attended at least one Late Night session this semester.

Attended Late Night at Least Once this Semester

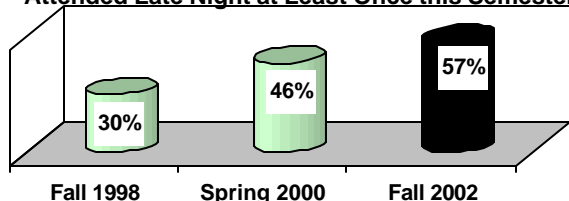


Figure 1. Over half of the respondents said they had attended at least one Late Night evening this semester

Late Night activities especially attract those who identified themselves as minority students. On average, minority students (mean = 2.89) attended more Late Night programs than did non-minority students (mean = 1.93.) *

More students in the 2002 survey than in the 2000 survey stated they felt the Late Night program contributed positively to the Penn State environment.

Late Night Programs Contribute Positively to the Penn State Environment

2002	82%
2000	76%

*Statistically significant at the .05 level

Three-fourths (78%) agreed that Late Night programming was a good example of how to have fun without alcohol.

Late Night Exemplifies Having Fun Without Alcohol



Figure 2. Three-fourths felt Late Night exemplified having fun without alcohol

More women (83%) than men (75%) * and more first year students (88%) than sophomores (75%), juniors (73%) or seniors (78%) * thought Late Night was a good example of having fun without alcohol.

Of those who attended at least one Late Night program, almost all rated the overall quality, variety of activities, and interest to students as 'average' or 'good.'

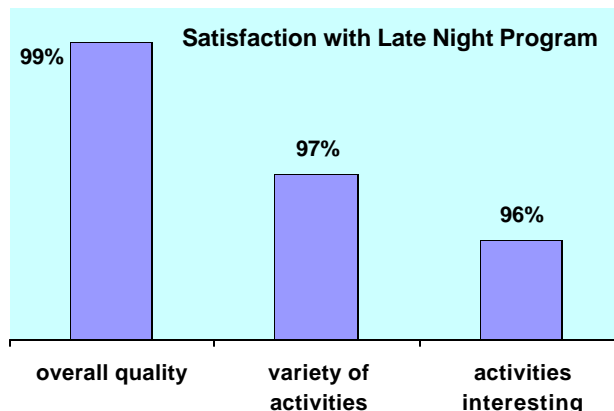


Figure 3. Students were generally satisfied with Late Night programs

Students also indicated being satisfied with the:

- 97% physical arrangements
- 95% sound system
- 92% crowd size

For further information, please contact Dr. Betty Moore at the Student Affairs Research and Assessment Office.
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Two-thirds (66%) felt Late Night programming resulted in less drinking for those who attended.

Late Night Results in Less Drinking

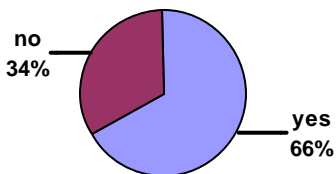


Figure 4. A majority of students agreed that Late Night programs result in less drinking

Reasons given by those who agree Late Night results in less drinking included: cuts down on drinking time, is an alternative activity to drinking, is free, draws attention away from drinking, provides a place to bring friends and a setting where students feel comfortable knowing others are not drinking.

Reasons Late Night Results in Less Drinking

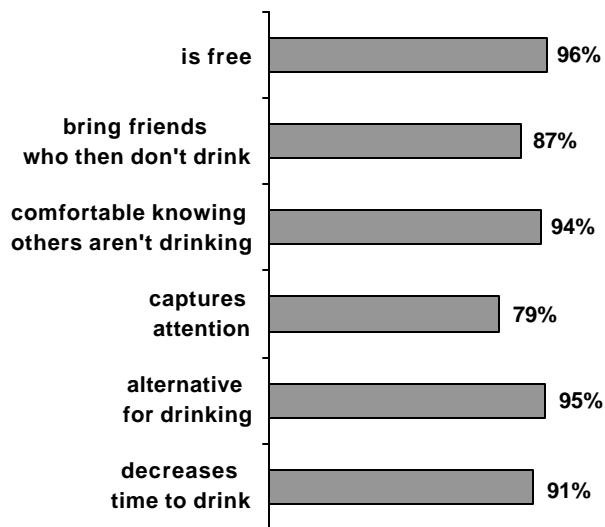


Figure 5. Reasons why attending Late Night programs results in less drinking

One-third of respondents (34%) did not think attending Late Night programs resulted in less drinking.

Reasons Why Late Night Does Not Result in Less Drinking

	not at all	somewhat	great extent
will drink before and after Late Night	8%	48%	44%
will drink other nights	8%	28%	64%
not interested in Late Night activities	31%	44%	24%

Individual comments why Late Night programming does not result in less drinking include:

- seems 'uncool' to attend "alcohol free" activities
- can only have fun when drinking
- doesn't appeal to drinkers

Nearly two-thirds (64%) of those who indicated having **attended at least one** Late Night program this semester said that they personally drank less on those evenings.

Most of those who attended programs this semester said they consumed no alcohol before or after Late Night activities.

Consumption of Alcohol by Those Attending Late Night Programs

	Before	After
none	93%	68%
1-2 drinks	5%	14%
3-4 drinks	1%	12%
5 or more drinks	1%	7%
Mean # drinks	0.19	1.06

On average, men consumed more alcohol both before and after attending Late Night programs than did women. * Seniors reported drinking more before Late Night programs * and non-minority students reported drinking more after Late Night programs. *

Those who indicated **not having attended any** Late Night programs this semester were asked to explain. The most cited reasons were: having other plans, not interested in activities, and having friends who also don't attend.

Reasons Why You Don't Attend Late Night Programs

- 88% usually have other plans
- 69% my friends don't attend
- 62% not interested in the activities
- 58% too busy
- 45% unaware of what's offered
- 44% not convenient/lives off campus
- 25% work schedule conflicts
- 23% alcohol not available
- 15% can't get into specific activities

Of those who had not attended any Late Night programs this semester, men were more likely than women to say they couldn't get into specific activities that interested them. *

Couldn't Get Into Specific Activities

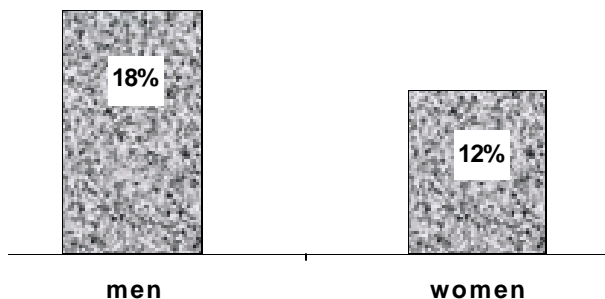


Figure 6. Men were more likely to say they didn't attend Late Night because they couldn't get into specific activities

*Statistically significant at the .05 level.

About one-fifth of respondents felt there was a negative stereotype associated with those who attend Late Night programs.

Negative Stereotype Associated with Attending Late Night

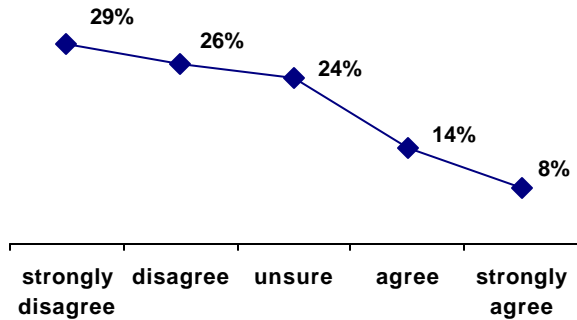


Figure 7. Climate for attending Late Night programs

Students were asked how they usually learned about the activities scheduled for Late Night programs.

How Learn About Late Night Activities

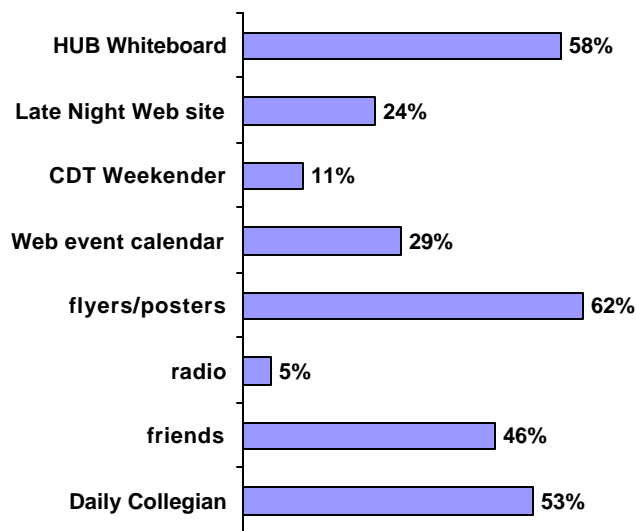


Figure 8. Flyers, posters, and the whiteboard in the HUB/Robeson Center were cited by most students as means of finding out what activities were scheduled for Late Night programs

Other ways students learned what was scheduled included: organizational meetings, RAs, online Daily Jolt or PSU Newswire, and association with student workers.

- Penn State Newswire (N= 22)
- RA (N= 5)
- Penn State Daily Jolt (N= 5)
- Stall Stories in residence halls (N= 5)
- Student workers (N= 4)
- TV/ Channel 72 (N= 4)
- Collegian (N=2)
- Teachers (N= 2)
- Organization hosting activity
- Word of mouth

In order to continue attracting the interest of students, those who attended at least one Late Night program this semester were asked about specific types of activities.

Frequency of Activities

	more	same	fewer
movies	65%	34%	1%
dancing lessons	30%	57%	13%
musical performers	67%	30%	3%
comedians	55%	39%	7%
games (chess, cards, board games)	17%	60%	23%
video games tournaments	33%	49%	18%
magicians	27%	49%	24%
interactive games (fantasy, dating)	47%	42%	11%
arts and crafts activities	29%	53%	18%
nightclub setting (comedy, talk)	57%	37%	6%
novelties (bull riding, videoke)	50%	42%	9%

Minority students were more interested in movies, * dancing lessons, * games, * video game tournaments, * interactive games, * arts and crafts, * and nightclub settings. *

Women were more interested in dancing lessons, arts and crafts, * and night club settings. *

Men were more interested in comedians, * video game tournaments, * magicians,* and novelties. *

A majority of students thought Late Night helped make it easier to meet other students.

Social Atmosphere of Late Night Programs

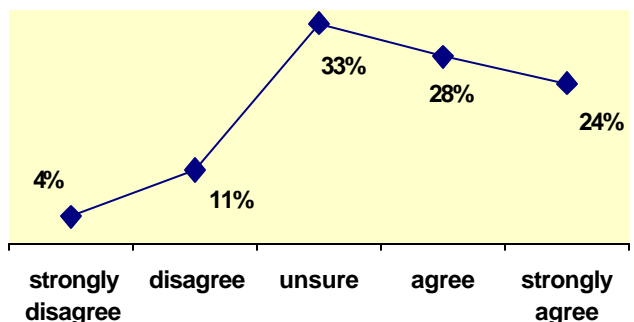


Figure 9. A majority of students thought the social atmosphere at Late Night programs made it easier to meet other students

*Statistically significant at the .05 level.