



Late Night Penn State

February 2000

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Purpose

The goals of this survey were to learn more about students' reactions to Late Night activities and to determine the relationship between the program and student drinking.

Highlights

A significant proportion of students attend Late Night programs (46%) and give positive ratings to their overall quality, variety and interest level. Most respondents felt Late Night was a good alternative which resulted in less drinking for themselves and others.

Participation Rate

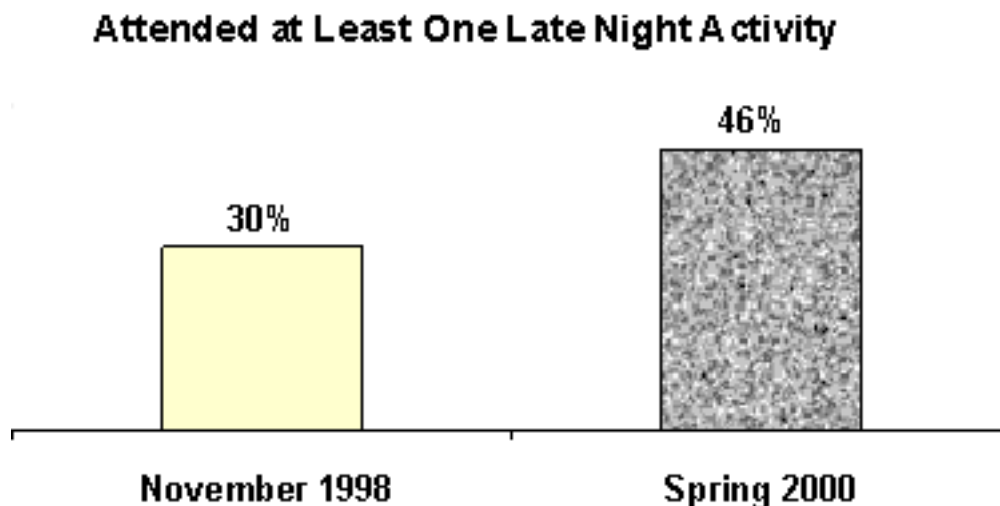
 N = 894 (69%) agreed to participate
 N = 403 (31%) did not agree to participate



Findings

- A large majority of students (76%) stated they felt Late Night activities contributed positively to the Penn State environment and that it was a good example of having fun without alcohol (80%).

- The number of respondents who said they attended at least one Late Night program increased from last year.

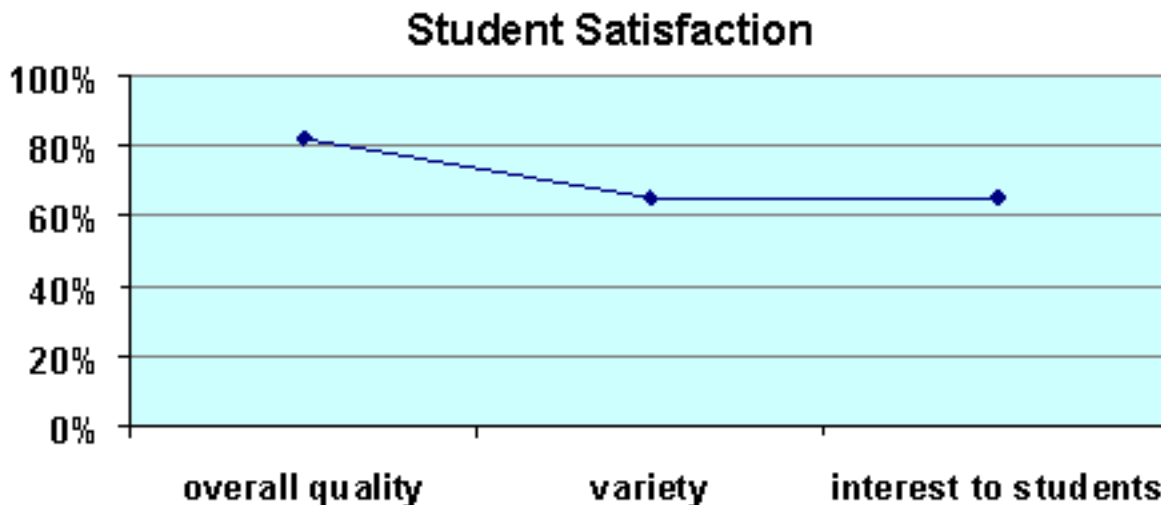


- Of those who had attended, 10% went to one event, 20% went to 2-3 events, 9% went to 4-5 events and 7% went to 6 or more events. Minority students attended more programs on average than did non-minority students.*

* Statistically significant at the .05 level

- Students learned about Late Night programs through the Daily Collegian (41%), flyers or posters (39%), and friends (11%). Some students also reported getting information on line (2%), TV (2%) CDT Weekender (2%), White Board at the HUB (1%). Others mentioned hearing from their RA or that they had just "dropped in."

- Those who attended (n=415) were pleased with the quality and arrangements.



- In addition, students noted being satisfied with the crowd levels (46%), physical arrangements (61%) and quality of the sound system (61%).

- Those who had attended Late Night were asked if they thought there should be 'more',

'about the same', or 'fewer' of specific activities.

Decisions About Types of Late Night Activities

Activity	More	Same	Fewer
musical performers	69%	28%	2%
movies	68%	32%	<1%
comedians	58%	35%	7%
nightclub	54%	43%	3%
interactive games	41%	48%	12%
dances	35%	53%	13%
dance lessons	31%	54%	15%
creative crafts	30%	58%	12%
video games	26%	47%	26%
magicians	24%	48%	27%
board games	16%	58%	26%

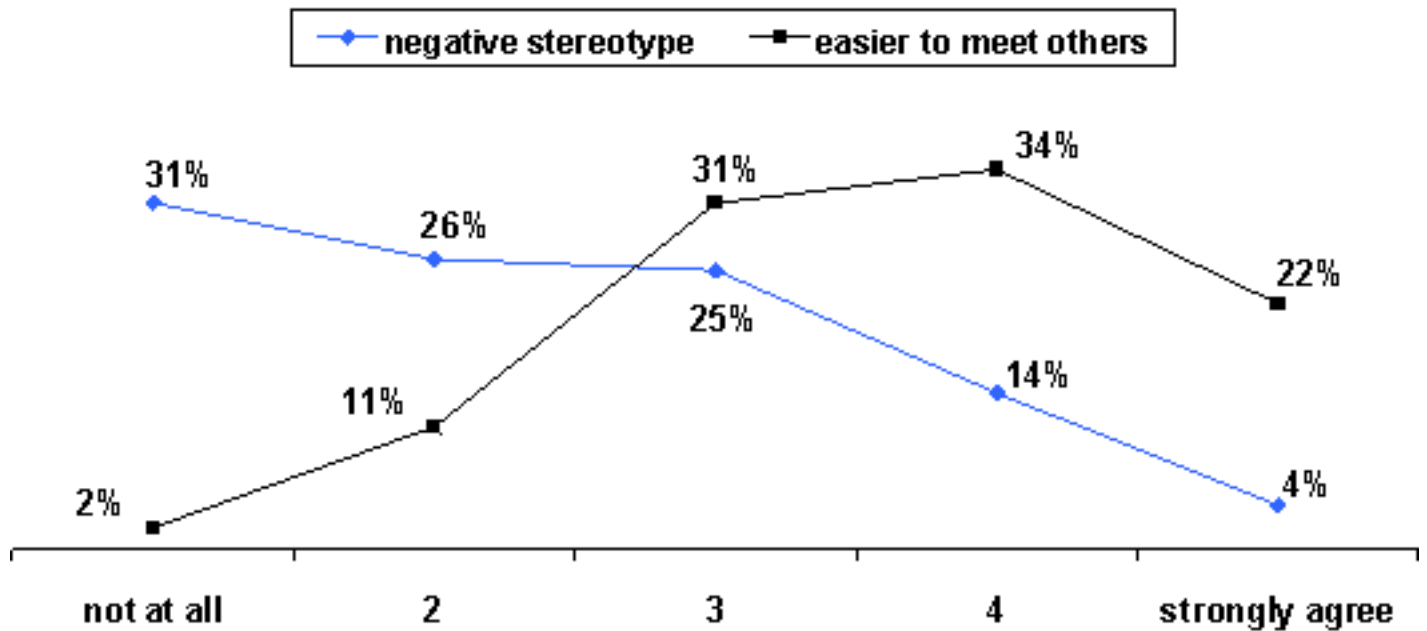
● Student groups differed in their preferences for types of Late Night programs.

- Minority students were more likely than non-minority students to want more of dances,* video game tournaments,* and interactive games such as fantasy or game shows.*
- Women were more likely than men to want dance lessons* and creative crafts.* Men were more likely than women to want an increase in comedians,* video game tournaments* and board games.*

* Statistically significant at the .05 level

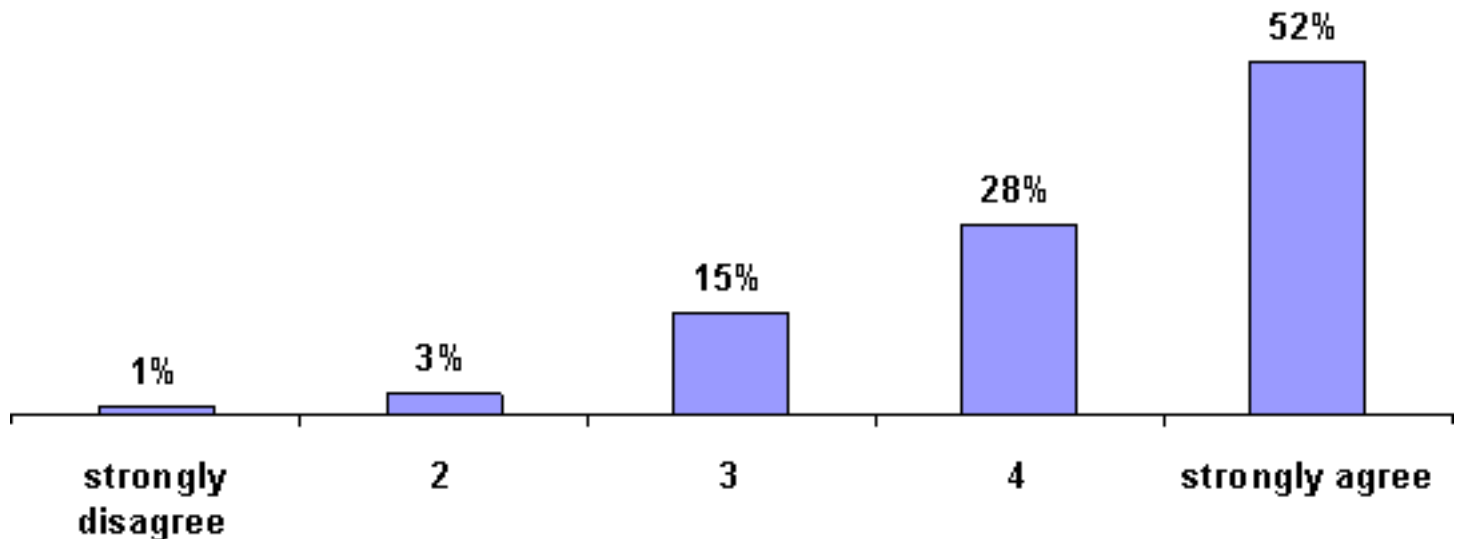
● Students were asked a) whether they thought there was a negative stereotype associated with those who attended Late Night programs, and b) whether Late Night activities made it easier to meet other people.

Social Atmosphere of Late Night Programs



Whether or not they had attended any Late Night activities since the beginning of Fall semester, most respondents (80%) thought the program "is a good example of how you can have fun without alcohol."

Late Night Exemplifies Having Fun Without Alcohol



Those who had not attended any Late Night activities claimed to be too busy, not interested in the activities, or had other plans. Few (4%) said it was because alcohol was not available.

Reasons for Not Attending Late Night

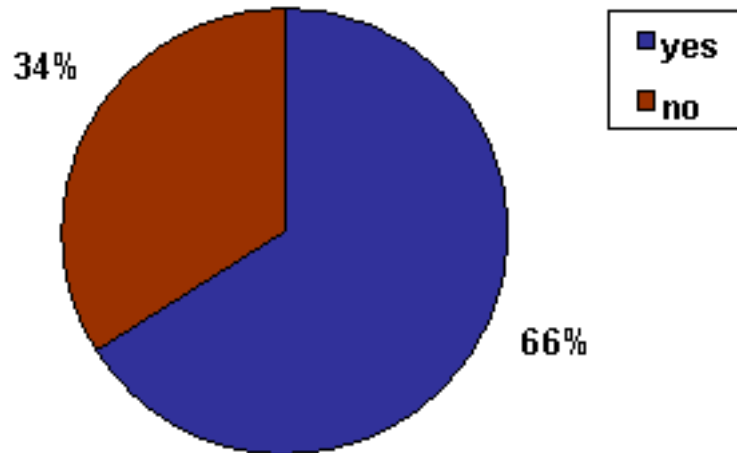
8% unaware of what's offered

- 19% not interested in activities
- 4% because alcohol is not available
- 23% usually had other plans
- 7% friends don't go
- 29% too busy
- 3% too geared to undergraduate interests
- 6% not convenient (live or work off campus)

Other reasons given included: weather, children, lack of transportation, prior commitments, and not up that late.

Two thirds of all respondents (66%) believe Late Night results in less drinking among students who attend.

Late Night Results in Less Drinking



Those who agreed (n = 548) explained their hypothesis.

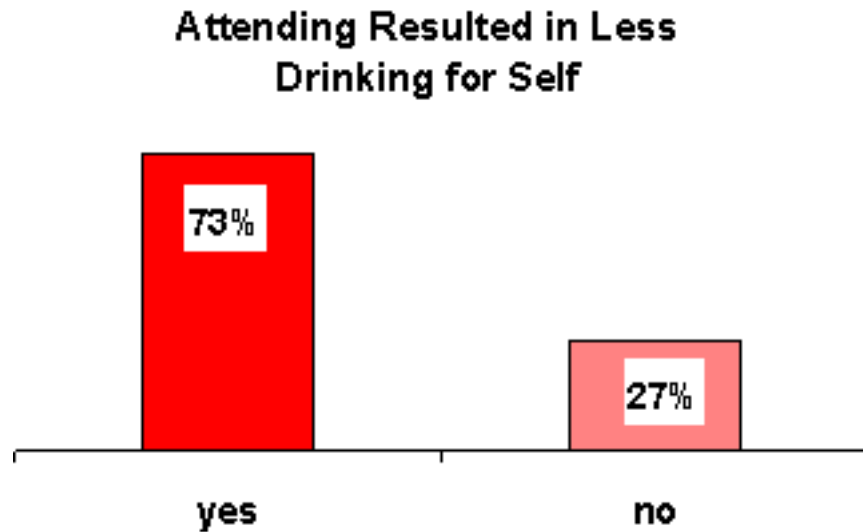
- 40% students will go there instead of drinking
- 37% program is good alternative
- 12% program cuts down on drinking time
- 2% bring friends who otherwise would drink
- 1% free
- 3% alcohol free place

Those who did not agree (n = 282) explained their premise.

- 63% students will drink before or after program
- 27% will drink other nights

- 2% program doesn't hold attention of students
- 8% nothing can stop drinking

● Of those who had gone to Late Night activities (n = 415), three fourths said attendance resulted in less drinking for themselves.



● Students who said they had attended Late Night activities were asked about the level of their own drinking. Almost all (89%) said they did not consume any drinks before coming to a program. A majority (70%) said they also did not consume any after attending a program.

Alcohol Consumption by Those Who Attend Late Night Activities

# of drinks	consumed <u>before</u> Late Night	consumed <u>after</u> Late Night
zero	89%	70%
1	3%	6%
2	4%	8%
3	1%	6%
4	2%	3%
5+	<1%	7%

● The average number of drinks consumed by those who said they did drink before coming to Late Night was .3 or less-than-one. The average number of drinks consumed after Late Night activities equaled 1.0.

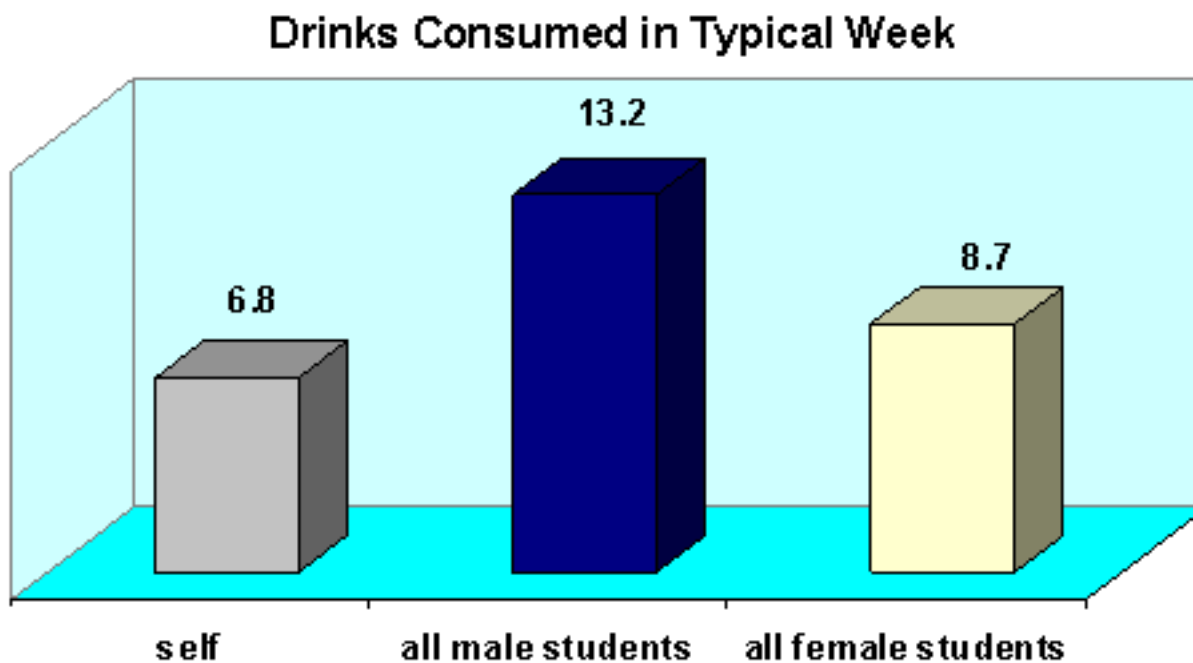
● There was a difference between men and women with men reporting drinking more than

women both before and after attending Late Night activities.*

* Statistically significant at the .05 level

● All survey respondents were asked how many drinks they generally consumed in a typical week. The responses ranged from zero (40%) to 26 or more (2%) with a mean of 8.7 drinks/week. Respondents estimated that, overall, most male students averaged 13.2 drinks/week and most female students averaged 8.7 drinks/week.

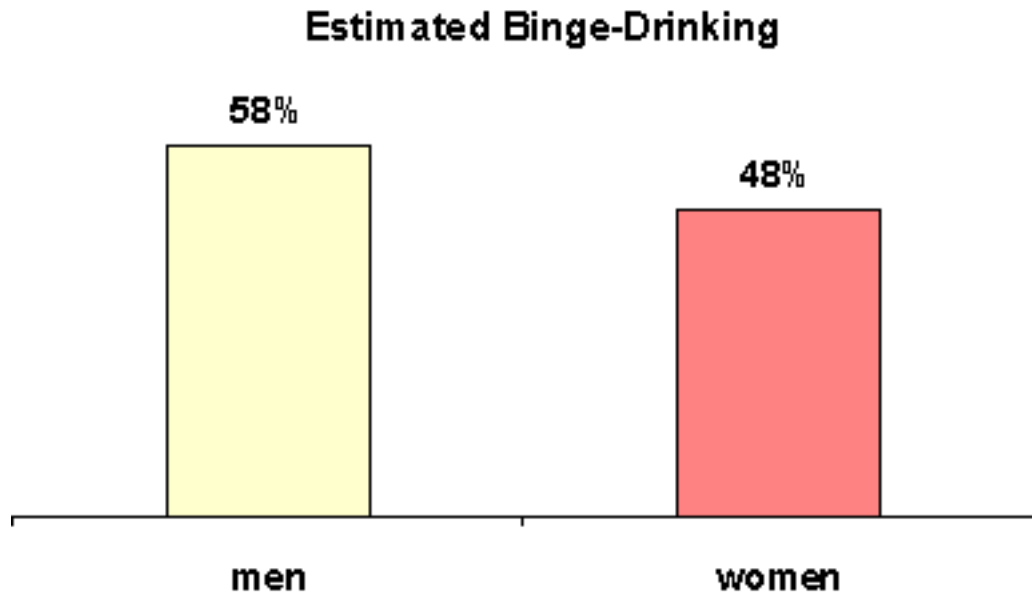
● Students expect that 'others' drink more than they themselves do.



● Students were asked how many drinks 'in a row' they consumed 'last week' at one setting. They reported consuming an average of 3.1 drinks at a time.

● They were also asked to estimate what percentage of male students drink 5 or more drinks at one setting and what percentage of female students drink 4 or more drinks at one setting. (Note: these are the national definitions of "binge-drinking" for men /women.)

■ Their estimates match the percentage of 'binge-drinkers' from a recent Pulse Student Drinking survey completed January 2000.



(Statistically significant at the .05, * .01** or .001*** level)

Revised on 07/17/00
U. Ed. STA 00-353