



Student Drinking 2001

January 2001

Purpose

This survey continues monitoring student drinking and examines the effectiveness of a current alcohol awareness marketing campaign.

Implications/Highlights

A large number of students engage in risky behaviors associated with alcohol, although 20% said they did not drink at all and 49% said they drank responsibly, consuming 1-4 drinks when they socialized.

Participation Rate

N = 951 (71%) agreed to participate

N = 395 (29%) did not agree to participate

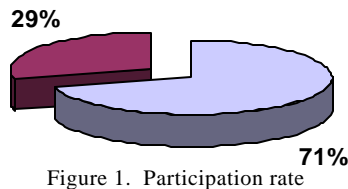


Figure 1. Participation rate

Findings

A critical mass of students (20%) said that they did not drink alcoholic beverages. Of the remaining 80%, half reported drinking "responsibly," which is defined as consuming 1-4 drinks at a time when socializing.

A Majority of Students Consume 0-4 Drinks When They Socialize

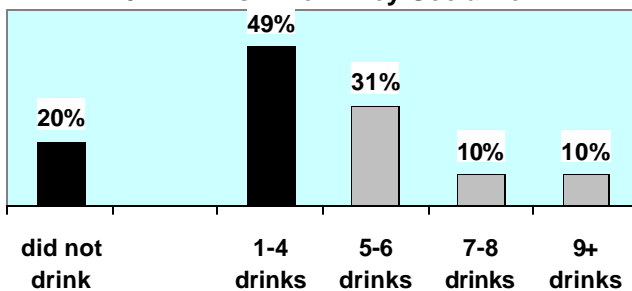


Figure 2. A majority of students either do not drink or drink responsibly

No differences were found by athletic status or gender for those who said they did not drink at all. Fewer minority students* and fewer under 21* said they drank. More of those who belonged to a social fraternity or sorority drank alcoholic beverages.*

*Statistically significant at the .05 level

When asked, respondents estimated that 42.4% percent of Penn State students consume 0-4 drinks at a time when they socialize.

Students Underestimate Percent of Responsible Drinkers (0-4 Drinks at a Time)

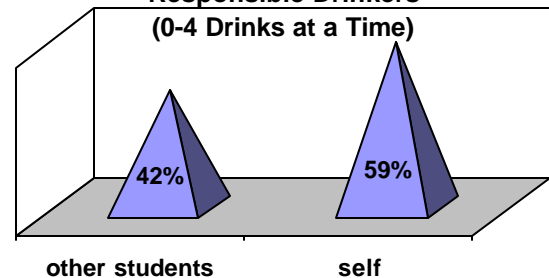


Figure 3. Respondents underestimate the percent of other students who drink responsibly, 0-4 drinks at a time when socializing

Respondents overestimate the average number of drinks consumed and number of hours spent drinking when other students socialize.

Students Overestimate Number of Drinks and Hours Spent Socializing by Others

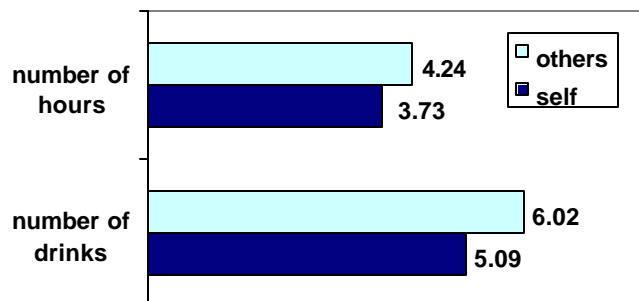


Figure 4. Respondents overestimated the average number of drinks consumed and hours spent drinking by other students when they socialize

Individuals who match the definition of 'binge drinkers' which is 5 or more drinks at a time for men and 4 or more drinks at a time for women were more likely to estimate that other students consume more and drink for more hours when they socialize.*

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Student Affairs

Students were asked if they had heard or seen various components of a current alcohol awareness campaign implemented by University Health Services. A majority replied that they had noticed the 'drink smart' posters (72%), Collegian ads (60%), and CATA bus posters (54%).

Recognized Components of Alcohol Awareness Campaign

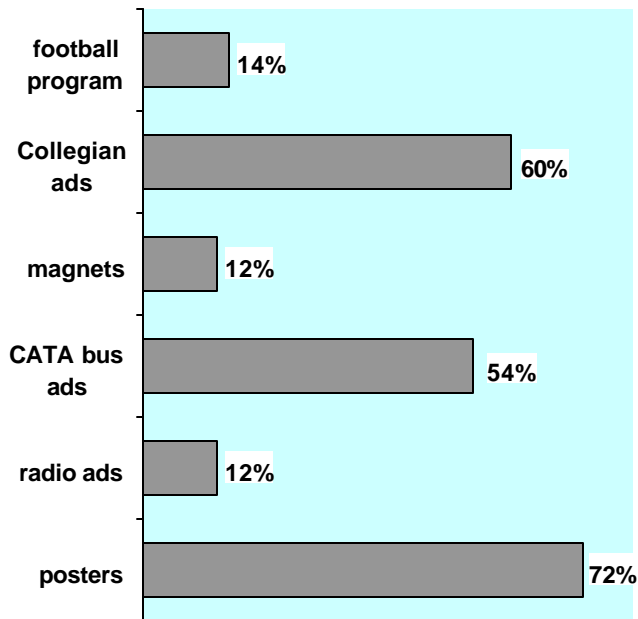


Figure 5. More students had noticed the alcohol awareness posters, Collegian ads, and bus posters than radio ads, magnets, or ads in the football program

Students thought the current campaign had increased their understanding of how many PSU students drank responsibly and how to respond in an alcohol poisoning emergency.

Alcohol Awareness Campaign Increased Understanding

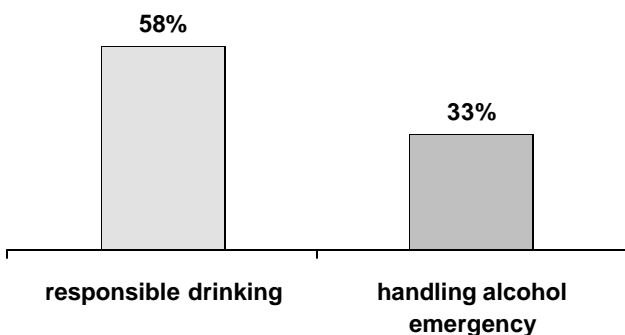


Figure 6. Alcohol awareness campaign increased understanding of how many PSU students drink responsibly and how to respond to an alcohol poisoning emergency

More women (38%) than men (28%) and more minority students (44%) than non-minority students (31%) said that the current alcohol awareness campaign had increased their understanding of how to respond in an alcohol poisoning emergency. *

The survey included a series of inquiries of how effective students felt measures taken by the University and community would be in enhancing the concept of responsible drinking. A few (16%) said that 'nothing' would be useful. Nearly three fourths of the respondents felt that providing information about dangers such as alcohol poisoning or increasing the cost of fines for drinking offenses would be effective.

Effectiveness of University/Community Efforts

- 73% provide information about health dangers
- 73% increase cost of fines for drinking offenses
- 69% increase enforcement of regulations
- 67% offer alternative alcohol free activities
- 64% increase cost of alcoholic beverages
- 54% publicize how many students drink responsibly

Effectiveness of University/Community Efforts

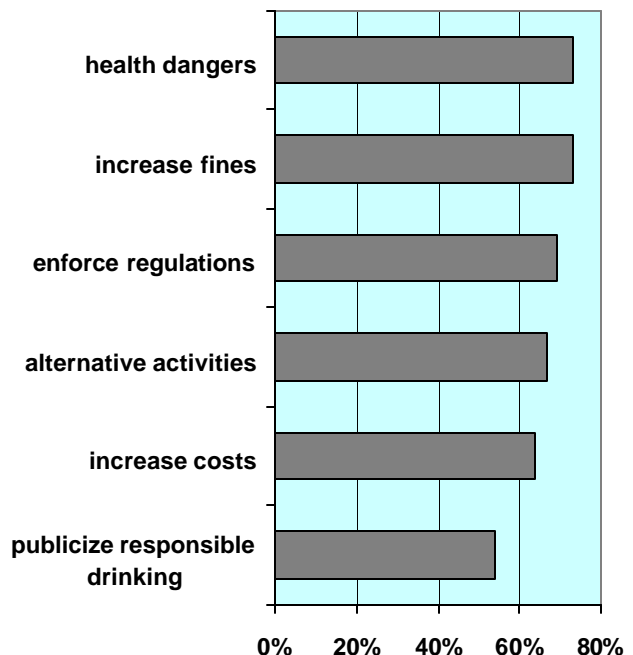


Figure 7. Students reported that increasing the costs of fines and providing information about dangers of alcohol poisoning would be most effective in enhancing responsible drinking

There were differences among student groups in their response about effectiveness of University and community efforts to enhance the concept of responsible drinking.

- women were more likely to feel that each of these measures would be effective.*
- more of the athletes thought increasing the cost of alcoholic beverages would help.*
- members of social fraternities or sororities were less likely to say that increasing the cost of fines or number of alcohol free activities would be effective.*
- minority students were more likely to think that increasing the number of alcohol free activities and informing students about the dangers of alcohol poisoning would enhance responsible drinking.*

*Statistically significant at the .05 level.

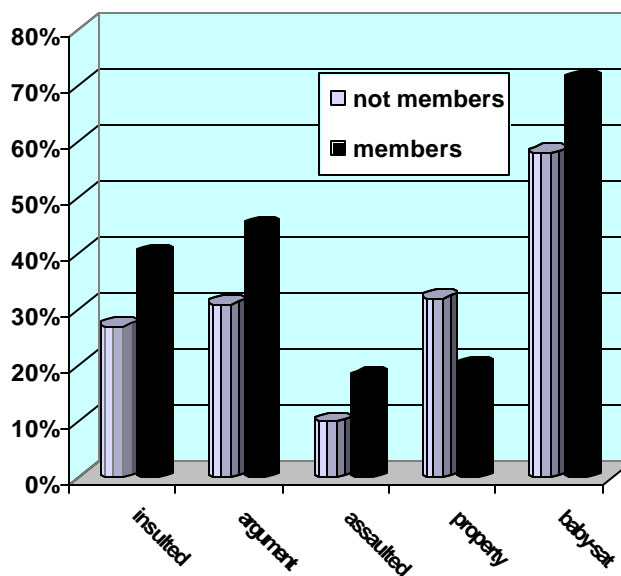
With permission of the Harvard School of Public Health, Penn State has continued to replicate a series of questions from their 1993 study related to the overall impact of drinking behaviors.

Table 1

Effect of Other Students' Drinking

Behaviors	Penn State Pulse Student Drinking Surveys							Harvard Study
	2001	2000	1999	1998	1997	1996	1995	1993 Penn State Data
Been insulted or humiliated	29%	29%	30%	28%	18%	28%	32%	37%
Had a serious argument or quarrel	34%	33%	38%	33%	20%	28%	40%	32%
Been pushed, hit or assaulted	12%	12%	14%	9%	8%	13%	16%	20%
Had your property damaged	22%	18%	23%	22%	11%	15%	17%	19%
Had to baby-sit drunken student	60%	60%	62%	51%	45%	55%	69%	60%
Had your studying/sleep interrupted	60%	56%	59%	59%	44%	54%	57%	64%
Experienced unwanted sexual advance	17%	17%	20%	17%	13%	21%	26%	29%
Been a victim of unwanted sexual experience	4%	6%	4%	5%	2%	3%	3%	2%

Impact of Other Drinkers by Membership in Social Fraternity/Sorority



Respondents who were members of social fraternities or sororities were likely to report having:

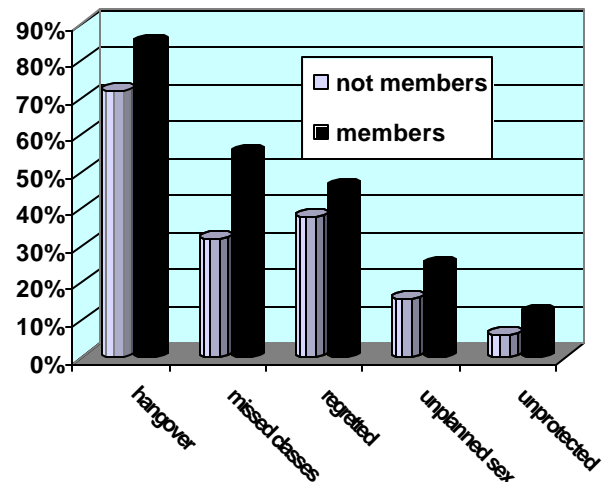
- been insulted*
- had a serious argument*
- been pushed or assaulted*
- had their property damaged*
- had to baby-sit drunken other*

*Statistically significant at the .05 level.

Table 2

Effect of Own Drinking

Behaviors	Penn State Pulse Student Drinking Surveys							Harvard Study
	2001	2000	1999	1998	1997	1996	1995	1993 Penn State Data
Have a hangover	74%	73%	74%	72%	54%	65%	69%	72%
Miss a class	36%	33%	39%	40%	19%	34%	27%	46%
Get behind in school work	23%	26%	29%	28%	17%	27%	24%	30%
Do something you later regretted	40%	43%	43%	38%	24%	35%	38%	44%
Forget where you are or what you did	34%	33%	40%	28%	22%	29%	30%	45%
Argue with friends	32%	35%	35%	32%	20%	32%	37%	27%
Engage in unplanned sexual activity	17%	17%	20%	16%	8%	13%	19%	26%
Not use protection when you had sex	7%	8%	8%	7%	3%	8%	7%	13%
Damage property	11%	7%	10%	8%	5%	8%	9%	13%
Get into trouble with campus or local police	5%	5%	8%	5%	4%	5%	7%	7%
Get hurt or injured	18%	11%	16%	14%	10%	11%	14%	16%
Require medical treatment for an alcohol overdose	1%	<1%	<1%	1%	-	1%	1%	-

Impact of Own Drinking by Membership in Social Fraternity/Sorority

Respondents who were members of social fraternities or sororities were more likely to report having:

- had a hangover*
- missed classes *
- done something they later regretted*
- engaged in unplanned sexual activity*
- not used protection when they had sex*

*Statistically significant at the .05 level.