



Student Drinking 2002

January 2002

Purpose

This survey monitors the rate of student drinking, examines the effectiveness of current alcohol awareness marketing efforts, and reviews student suggestions for enhancing the concept of 'responsible drinking.'

Implications/Highlights

A number of students saw the 'smart drinking' and alcohol poisoning materials circulated last Fall semester. Many thought that increasing fines for drinking offenses would be an effective measure to enhance the concept of 'responsible drinking.'

Participation Rate

N = 956 (61%) agreed to participate

N = 604 (39%) did not agree to participate



Figure 1. Participation rate

Findings

Almost all (90%) of the students recalled seeing the "70% of Penn State Students Drink Smart" slogan last fall. Of these, most noticed the slogan on flyers or posters (73%), CATA bus signs (47%), in the Collegian (44%), or on table tents in dining areas (38%).

"70% of Penn State Students Drink Smart" Slogan

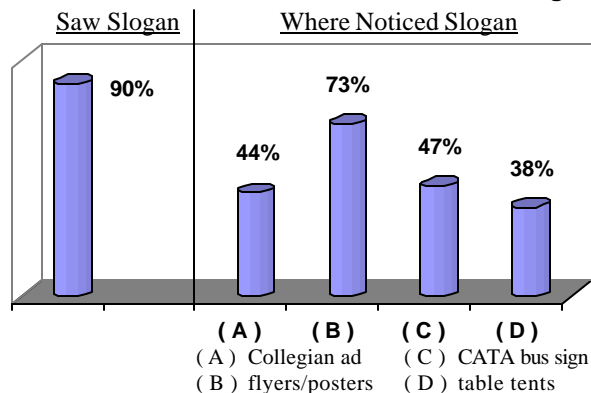


Figure 2. Most students noticed the "Drink Smart" slogan through flyers and posters

*Statistically significant at the .05 level

Fewer respondents (14%) recalled seeing the slogan, "The Partnership, campus and community, united against dangerous drinking." Half (51%) saw the flyers with information on alcohol poisoning and a third (36%) remembered the "call 911" magnet with emergency information.

Students were asked how effective certain measures would be in enhancing the concept of "responsible drinking."

A considerable number of respondents (46%) thought it would be effective to increase the cost of fines for drinking offenses. Others thought it would help to offer more alcohol free social activities like Late Night Penn State (41%). A little over a fourth (30%) thought it important to increase enforcement of regulations.

Effectiveness of Measures to Encourage "Responsible Drinking"

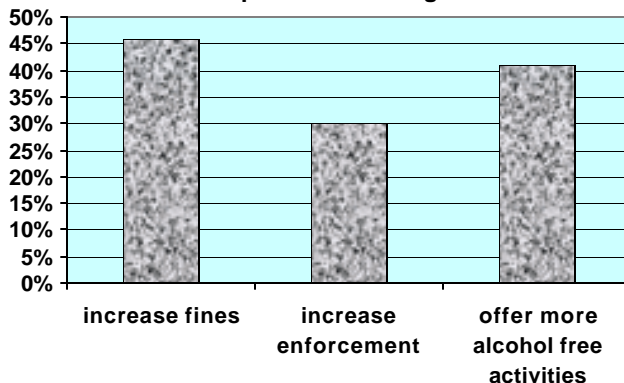


Figure 3. More students felt increasing fines for drinking offenses more effective than increasing enforcement of regulations or offering additional alcohol free activities would effectively enhance the concept of responsible drinking

Other individual suggestions to help students understand the concept of responsible drinking included:

- inform parents
- talk about it in First Year seminars
- supply accurate information about fraternity parties
- have speakers discuss prior alcohol problems
- more concerts at Late Night
- focus on why people drink
- use voices of students to share their experiences

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Student Affairs

Slightly more students in the 2002 survey (22%) than in the 2001 survey (20%) said they did not drink.

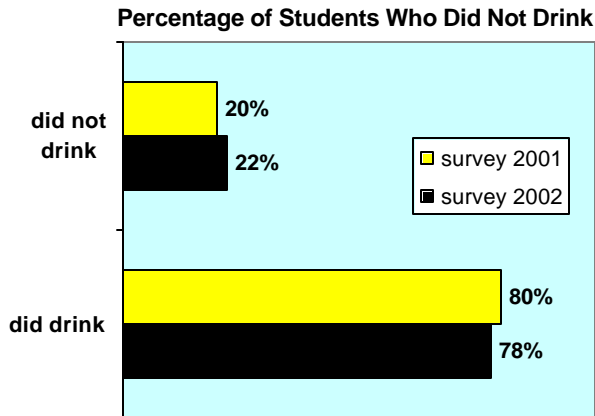


Figure 4. Twenty-two percent of the 2002 respondents compared to 20% of the 2001 respondents said they did not drink alcoholic beverages

There was a difference among student groups in the 2002 survey who did and who did not drink alcoholic beverages.

There was a difference by grades.

Percentage Who Drink by Grade

	2.75 or below	2.76-3.29	3.30 or above
did drink	90%	78%	76%
did not drink	10%	22%	24%

- More non-minority students (82%) than minority (56%) students said they drink. *
- More seniors (89%) and juniors (83%) than sophomores (73%) or first year students (69%) said they drink. *
- More of those who belong to a social fraternity or sorority (94%) than those who do not belong (76%) said they drink. *

Drinking Percentages for Sub-Groups of Students

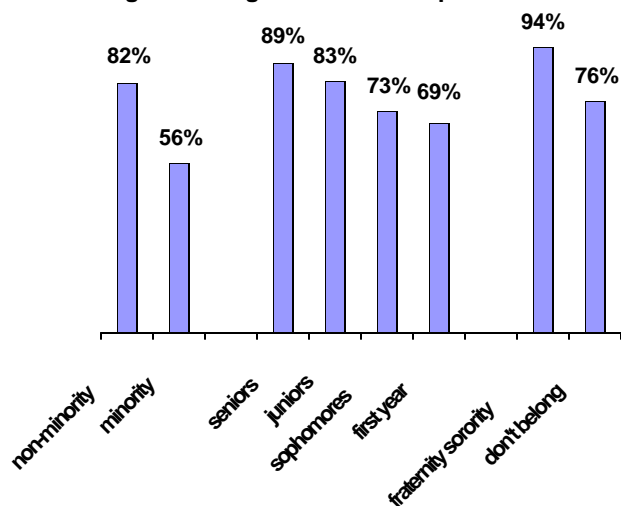


Figure 5. Drinking percentages for sub-groups of students

Seventeen percent of respondents said they took a ride last Fall semester with a driver who was high or drunk.

Of those who themselves drink, 13% said they had driven a car last Fall semester after drinking.

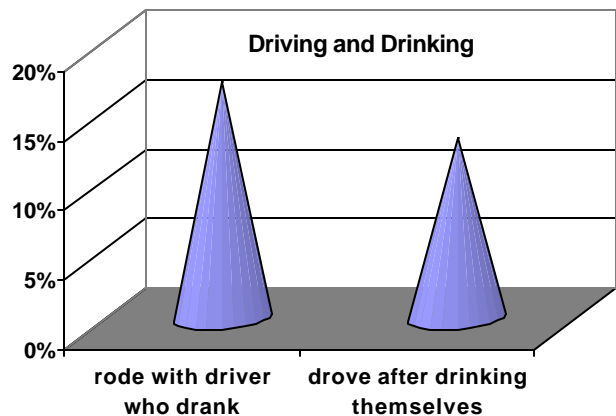


Figure 6. A number of students reported either riding with a driver who was drunk or driving themselves after drinking

More of the men than of the women said they rode with a driver who was high or drunk * and that they themselves drove a car after drinking. *

Students were asked about specific behaviors they engaged in when they were drinking. Most ate a meal before drinking (95%), participated in drinking games (84%), and consumed non-alcoholic drinks as well as alcoholic drinks when socializing (70%). More than half paced their drinks to one an hour (57%).

Behaviors While Drinking and Socializing

	never	sometimes	usually	always
paced drinks to one an hour	43%	35%	15%	6%
also had non-alcoholic drinks	30%	42%	17%	11%
ate a meal before drinking	5%	32%	33%	30%
participated in drinking games	16%	51%	21%	12%

- Women (69%) more likely to pace their drinks to one an hour than men (44%). *
- Women (75%) more likely to also consume non-alcoholic drinks than men (64%). *
- Those under 21 (86%) more likely to participate in drinking games than those 21 or older (82%). *

*Statistically significant at the .05 level.

Compared to last year, slightly more students consumed 4 or fewer drinks at a time when they were “socializing.”

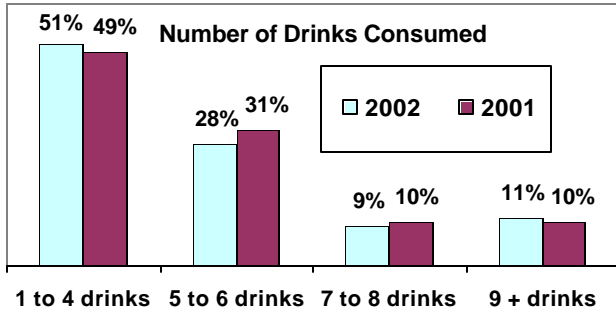


Figure 7. Slightly more students in 2002 than in 2001 said they drank 1-4 drinks at a time when they socialized

- Men (average = 5.9 drinks) consumed more drinks than women (average = 4.1 drinks). *
- Non-minority students (average = 5.0 drinks) drank more than did minority students (average = 3.9 drinks). *

Students continue to overestimate how many drinks they think other Penn State students usually consume when they are drinking and socializing.

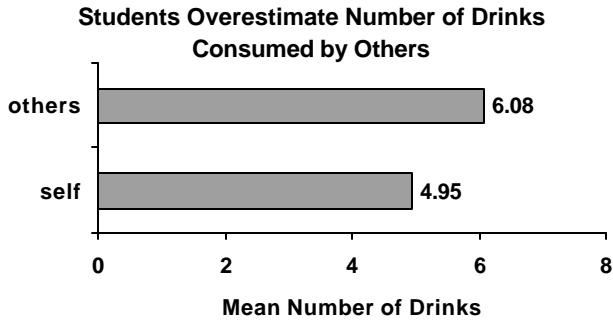


Figure 8. Respondents reported that on average they consumed 4.95 drinks when they socialized and thought that other students averaged 6.08 drinks

The 2002 survey respondents reported spending 3.64 hours on average drinking when they socialized compared to 3.73 hours reported in the 2001 survey.

	2002	2001
1-2 hours	23%	21%
3-4 hours	50%	51%
5-6 hours	24%	25%
7 or more hours	3%	3%
Mean # hours	3.64	3.73

One-fifth of respondents thought the alcohol emergency information on flyers and ‘call 911’ magnets was effective.

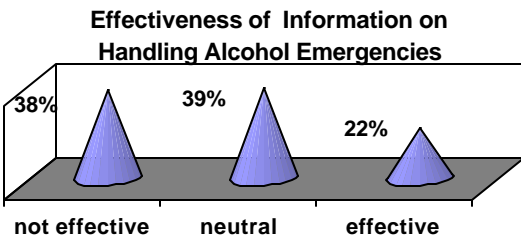


Figure 9. One-fifth of respondents thought the information on handling alcohol emergencies was effective

Eleven percent of the respondents identified themselves as ‘athletes.’ Compared to ‘non-athletes,’ athletes were *less likely* to have a hangover, * more likely to drink fewer hours, * and more likely to overestimate how much other students drink.*

	athletes	non-athletes
have a hangover	61%	74%
average # hours drinking	3.33 hours	3.68 hours
estimate # drinks for other students	6.79 drinks	6.01 drinks

Ten percent of the respondents identified themselves as belonging to a social fraternity or sorority.

Responses of Those Who Did and Did Not Belong to Social Fraternities or Sororities

	did belong	did not belong
saw “Drink Smart” slogan *	96%	89%
increase enforcement *	18%	31%
more Late Nights effective *	30%	43%
drink alcoholic beverages *	94%	76%
been insulted by drinkers *	28%	23%
took care of drinkers *	71%	54%
argued with drinkers *	36%	27%
had hangover *	83%	72%
missed classes *	52%	30%
did something later regretted *	47%	40%

More of the women who belonged (80%) than of the women who did not belong to a social sorority (64%) consumed more than 4 drinks at a time within the past two weeks. *

Consuming 4 or more drinks at a time for women and 5 or more at a time for men constitutes “binge drinking.” Binge drinkers differed significantly from non-binge drinkers on almost all the items on this survey.

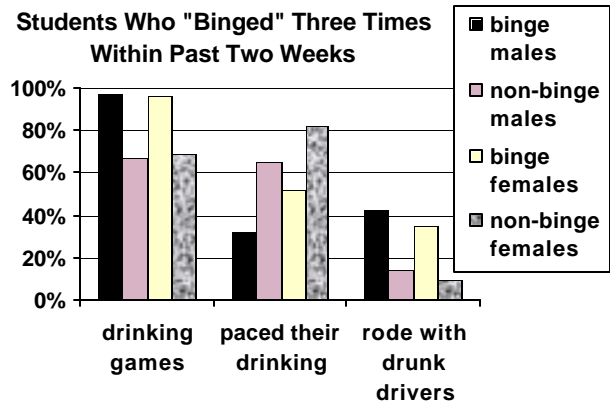


Figure 10. Binge drinkers were more likely than non-binge drinkers to participate in drinking games* and ride with drivers who are drunk or high* and less likely to pace their drinks to one an hour*

Binge drinkers were more likely to have a hangover,* get behind in their classwork,* and argue with their friends.*

*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.

Effect of Other Students' Drinking

Penn State Pulse Student Drinking Surveys									Harvard Study
Behaviors	2002	2001	2000	1999	1998	1997	1996	1995	1993 Penn State Data
Been insulted or humiliated	23%	29%	29%	30%	28%	18%	28%	32%	37%
Had a serious argument or quarrel	28%	34%	33%	38%	33%	20%	28%	40%	32%
Been pushed, hit or assaulted	8%	12%	12%	14%	9%	8%	13%	16%	20%
Had your property damaged	15%	22%	18%	23%	22%	11%	15%	17%	19%
Had to baby-sit drunken student	55%	60%	60%	62%	51%	45%	55%	69%	60%
Had your studying/sleep interrupted	56%	60%	56%	59%	59%	44%	54%	57%	64%
Experienced unwanted sexual advance	17%	17%	17%	20%	17%	13%	21%	26%	29%
Been a victim of unwanted sexual experience	5%	4%	6%	4%	5%	2%	3%	3%	2%

Males who “binged” three times or more within the past two weeks were more likely to have had a serious argument or quarrel,* had more property damaged,* and had their sleep/studying interrupted * because of other students’ drinking. Females who “binged” three times or more within the past two weeks were more likely to have had a serious argument,* had to baby-sit other students,* and experienced more unwanted sexual advances* because of other students’ drinking.

“Binge drinkers” is defined as males who consume 5 or more drinks at any one time and females who consume 4 or more drinks at any one time.

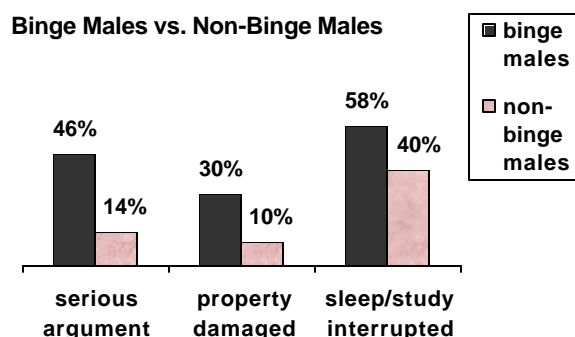


Figure 11. Males who consumed 5 drinks or more at any one occasion three times within the past two week were more likely to have a serious argument, had more of their property damaged and had their sleep/study interrupted more often

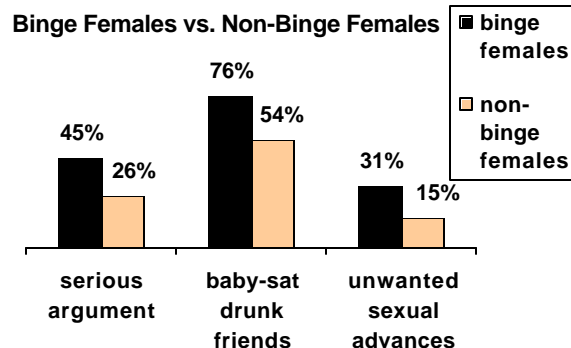


Figure 12. Females who consumed 4 drinks or more at any one occasion three times within the past two weeks were more likely to have had a serious argument, had to baby-sit drunk friends, and experienced more unwanted sexual advances

*Statistically significant at the .05 level.

Effects of Own Drinking

Penn State Pulse Student Drinking Surveys									Harvard Study
Behaviors	2002	2001	2000	1999	1998	1997	1996	1995	1993 Penn State Data
Have a hangover	72%	74%	73%	74%	72%	54%	65%	69%	72%
Miss a class	33%	36%	33%	39%	40%	19%	34%	27%	46%
Get behind in school work	24%	23%	26%	29%	28%	17%	27%	24%	30%
Do something you later regretted	42%	40%	43%	43%	38%	24%	35%	38%	44%
Forget where you are or what you did	35%	34%	33%	40%	28%	22%	29%	30%	45%
Argue with friends	33%	32%	35%	35%	32%	20%	32%	37%	27%
Engage in unplanned sexual activity	17%	17%	17%	20%	16%	8%	13%	19%	26%
Not use protection when you had sex	8%	7%	8%	8%	7%	3%	8%	7%	13%
Damage property	9%	11%	7%	10%	8%	5%	8%	9%	13%
Get into trouble with campus or local police	6%	5%	5%	8%	5%	4%	5%	7%	7%
Get hurt or injured	15%	18%	11%	16%	14%	10%	11%	14%	16%
Require medical treatment for an alcohol overdose	1%	1%	<1%	<1%	1%	-	1%	1%	-

Males who “binged” three times or more within the past two weeks were more likely to have had a hangover,* missed class more often,* got behind in school work,* did something they later regretted,* forgot where they were or what they did,* argued with friends,* engaged in unplanned sexual activity,* and damaged property more often* because of their drinking.

Females who “binged” three times or more within the past two weeks were more likely to have had a hangover,* missed class more often,* got behind in their school work,* did something they later regretted,* forgot where they were and what they did,* argued with friends,* and engaged in unplanned sexual activity* because of their drinking.

“Binge drinkers” is defined as males who consume 5 or more drinks at any one time and females who consume 4 or more drinks at any one time.

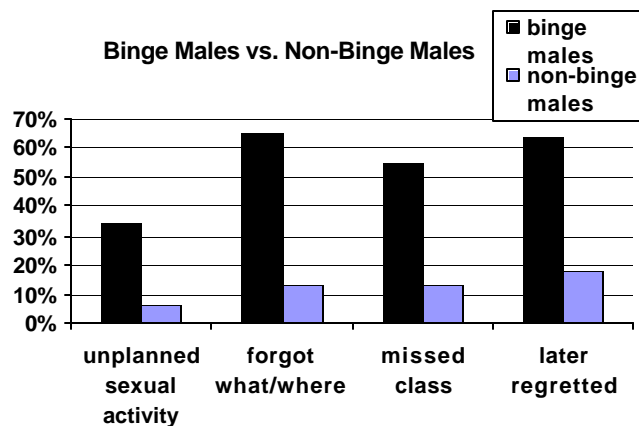


Figure 13. Males who consumed 5 drinks or more three times within the past two weeks were more likely to have unplanned sexual activity, forgot what they did or where they were, missed class, and did something they later regretted

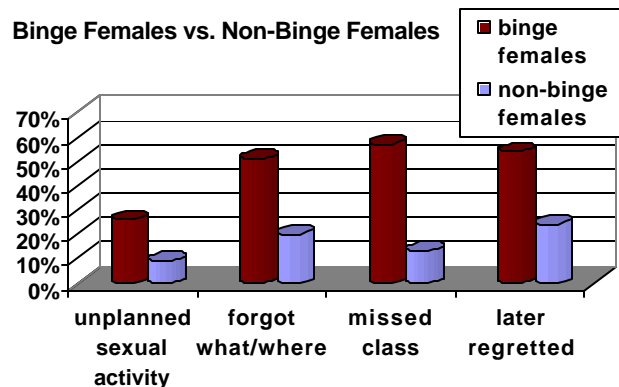


Figure 14. Females who consumed 4 drinks or more three times within the past two weeks were more likely to have unplanned sexual activity, forgot what they did or where they were, missed class, and did something they later regretted

*Statistically significant at the .05 level.