
**COLLEGE BINGE DRINKING STUDY
FINAL RESULTS**

Results of a nationally representative 10-15 minute telephone poll conducted among 801 U.S. residents 21 years of age and older. The study was conducted by Penn, Schoen and Berland Associates of Washington, D.C. Margin of error is +/- 3.5% at the 95th percentile confidence interval level.

Abbreviations used are as follows:

- **All** - all 801 respondents
- **M** – Male
- **F** – Female
- **PAR** - parents of children in college, children in high school who intend to go to college, or both
- **NON-PAR** - not parents of children in college or children in high school or both
- **VOTE** - Registered to vote

Table of Contents

1.	Awareness of and Attitudes About Excessive and Binge Drinking at Colleges _____	2
2.	Concerns About Excessive and Binge Drinking at Colleges _____	3
3.	Causes of Excessive and Binge Drinking at Colleges _____	7
4.	Concerns About Industry’s Promotion of Alcohol _____	9
5.	Exploring Underlying Attitudes: Agree/Disagree Statements _____	10
6.	Support for Measures to Reduce Excessive Drinking by College Students _____	12
7.	Effects of Excessive and Binge Drinking on the Community _____	14

1. Awareness of and Attitudes About Excessive and Binge Drinking at Colleges

Have you heard anything about binge drinking by college students in the past year?	ALL	M	F	PAR	NON-PAR	VOTE
Yes	72	69	75	74	71	73
No	28	31	25	26	29	27

Is excessive drinking by college students a . . . problem in this country?	ALL	M	F	PAR	NON-PAR	VOTE
Very serious	59	55	64	64	58	60
Somewhat serious	28	29	27	31	27	25
Not very serious	7	10	4	3	8	7
Not at all serious	4	6	2	1	3	5
Don't know	2	0	3	1	4	3

Binge drinking has been defined as a situation in which a college student drinks 5 or more alcoholic beverages, whether beer, liquor or wine, in one sitting. Do you . . . that this level of drinking puts college students at high risk?	ALL	M	F	PAR	NON-PAR	VOTE
Strongly agree	74	70	78	77	70	74
Somewhat agree	12	15	9	8	14	12
Somewhat disagree	8	6	9	8	8	8
Strongly disagree	5	6	4	4	8	6
Don't know	1	3	0	3	0	0

Do you agree or disagree that colleges do not pay enough attention to the negative impact that excessive drinking has on innocent students who drink in moderation or do not drink at all?	ALL	M	F	PAR	NON-PAR	VOTE
Strongly agree	49	46	51	53	42	49
Somewhat agree	29	29	30	24	32	27
Somewhat disagree	15	19	11	15	15	16
Strongly disagree	0	0	0	0	0	0
Don't know	7	6	8	8	11	8

Do you think that it is ... for underage college students to get access to alcohol at college?	ALL	M	F	PAR	NON-PAR	VOTE
Very easy	80	76	82	81	77	80
Somewhat easy	17	16	17	16	18	16
Somewhat hard	2	5	0	0	4	3
Very hard	0	0	1	0	1	0
Don't know	1	3	0	3	0	1

2. Concerns About Excessive and Binge Drinking at Colleges

How concerned are you about excessive drinking of alcohol by college students?	ALL	M	F	PAR	NON-PAR	VOTE
Very concerned	65	55	72	72	61	65
Somewhat concerned	22	26	20	23	25	20
Not very concerned	7	10	5	2	8	8
Not at all concerned	6	9	3	3	6	7

Which of the following things associated with excessive drinking that directly affect the security and safety of college students are you very concerned about?	ALL	M	F	PAR	NON-PAR	VOTE
Drunk driving	80	79	81	84	79	82
Life threatening alcohol poisoning	54	50	57	53	55	56
Unprotected sex	52	41	61	55	51	56
Non-consensual sex	47	38	54	47	43	51
Blacking out	46	38	53	60	38	50
Academic failure	43	35	50	52	38	45
Student riots after championship sporting events	42	35	49	39	44	44
Students arrested for drunken behavior	40	32	47	40	38	43
Students getting into fights or physical confrontations	39	29	47	48	41	45

How concerned are you about the second hand effects of excessive drinking at colleges, such as when students' studies or sleep are interrupted by drunken parties?	ALL	M	F	PAR	NON-PAR	VOTE
Very concerned	43	41	45	59	35	43
Somewhat concerned	36	34	37	27	46	35
Not very concerned	13	13	13	7	12	12
Not at all concerned	6	9	4	3	5	8
Don't know	2	3	1	4	2	2

Do you think that excessive drinking that compromises students' academic performance, such as kids missing class because of hangovers or flunking out of school, is a . . . ?	ALL	M	F	PAR	NON-PAR	VOTE
Major problem	59	51	66	62	56	59
Minor problem	34	39	29	34	35	33
Hardly a problem at all	4	5	3	0	8	5
Don't know	3	5	2	4	1	3

College students who drink excessively really don't appreciate or fully understand the risk of their drinking, such as the risk of fatal car accidents, increased risk of HIV infection and date rape?	ALL	M	F	PAR	NON-PAR	VOTE
Strongly agree	68	67	69	68	66	66
Somewhat agree	18	16	20	21	21	19
Somewhat disagree	8	11	5	3	9	9
Strongly disagree	5	5	5	4	3	5
Don't know	1	1	1	4	1	1

PARENTS ONLY : I am going to read a list of concerns parents have about their children going off to college. Please tell me which ones you are very concerned about.	ALL	HAVE BOYS ONLY	HAVE TEENAGE/ COLLEGE GIRLS
Unprotected or unwanted sex	61	50	69
Academic performance or grades	44	41	46
Easy access to and abundant availability of alcohol	40	40	41
Drugs	38	37	40
Getting into a serious relationship too early	36	34	38
Excessive drinking	30	40	22
Lack of sleep	32	36	27
Loneliness or home sickness	23	21	24
Social acceptance and self-esteem	25	19	28
Overeating or eating disorders	20	12	31

PARENTS ONLY: When thinking about your college student or your high school student who will go away to college, is the easy access to and abundant availability of cheap alcohol at college one of your top 2 or 3 concerns?	ALL	HAVE BOYS ONLY	HAVE TEENAGE/ COLLEGE GIRLS
Yes	60	63	59
No	40	37	41

PARENTS ONLY: Would you feel more comfortable sending your child to a college that had strong policies or programs to deter underage, excessive and binge drinking?	ALL	HAVE BOYS ONLY	HAVE TEENAGE/ COLLEGE GIRLS
Yes	81	82	81
No	19	18	19

3. Causes of Excessive and Binge Drinking at Colleges

How important is each is contributing to excessive drinking? FIRST NUMBER: VERY IMPORTANT SECOND NUMBER: TOTAL IMPORTANT	ALL	M	F	PAR	NON-PAR	VOTE
Lack of individual responsibility on the part of college students.	71/96	69/97	74/97	73/93	66/96	73/24
Easy access to and availability of alcohol at the many bars and retail establishments surrounding campus.	56/85	49/84	63/86	59/93	56/79	57/86
The cheap cost of beer and shots and promotions such as all you can drink specials, happy hours and ladies' nights.	48/77	43/72	53/81	55/80	43/75	50/77
Advertising and the many promotions and sponsorships by beer and liquor companies on or near college campuses and at bars.	41/68	41/65	41/71	42/79	39/69	40/68

Which do you think is a more important factor in explaining or predicting how much a college student drinks?	ALL	M	F	PAR	NON-PAR	VOTE
The drinking level or amount his or her close friends or buddies drink	54	49	56	56	49	52
How much college students think the general student body drinks	14	16	12	12	20	14
Both	23	28	19	23	23	24
Don't know	9	7	13	9	8	10

Which of the following are major contributing factors to the problem of excessive or heavy drinking among college students?	ALL	M	F	PAR	NON-PAR	VOTE
Parents don't talk to their kids about alcohol	59	56	61	57	62	61
The immaturity of young people, which can lead to bad decisions	54	47	60	50	56	58
Bars sell alcohol to minors	41	29	51	47	37	43
The high density and large numbers of bars on or near college campuses	38	39	39	45	31	38
Alcohol industry's targeting of young people with ads and promotions	35	41	30	35	36	39
Happy hours that offer 2 for 1 drinks or all you can drink specials	34	26	41	35	34	37
Beer is cheap	33	29	37	34	31	34
Drink specials at bars that make alcohol cheap	32	29	34	41	24	35
Sales of beer at gas stations and convenience stores	30	32	29	29	33	29
The industry's responsible drinking messages can't compete with its youth-oriented ads that encourage drinking	26	26	26	25	27	26
Drive in beer sales	23	21	24	20	28	22
Internet sales and marketing of alcohol	23	21	24	22	24	23
The long hours that alcohol is served at retail establishments	21	15	27	19	23	19
Home delivery of beer	20	21	19	20	18	20

4. Concerns About Industry's Promotion of Alcohol

How concerned are you about the alcohol industry's actions that promote the use of alcohol to college students?	ALL	M	F	PAR	NON-PAR	VOTE
Very concerned	50	49	50	54	48	50
Somewhat concerned	35	33	38	37	34	33
Not very concerned	7	11	5	3	11	9
Not at all concerned	8	7	7	6	7	8

Please tell me which ones of the following actions by the alcohol industry you are very concerned about, in terms of encouraging the use of alcohol among college students.	ALL	M	F	PAR	NON-PAR	VOTE
Spring break promotions	48	46	49	72	33	47
TV beer ads	36	30	40	44	24	36
Advertising that glamorizes alcohol use	34	37	31	42	24	32
Sponsorships of college-related events	31	28	33	56	22	31
Advertisements in magazines popular among college students	31	28	34	28	30	32
Billboard advertising near school	29	22	36	42	21	27
Offering novelty items and contests to establish the brand	29	22	36	34	28	29
Bar crawls	24	17	30	40	17	22
Internet advertising content and games	22	22	22	28	18	22

5. Exploring Underlying Attitudes: Agree/Disagree Statements

A majority of respondents strongly agreed with the statements on this page.

Do you agree or disagree with the following? FIRST NUMBER: STRONGLY AGREE SECOND NUMBER: TOTAL AGREE	ALL	M	F	PAR	NON-PAR	VOTE
Bars in college communities should be required to train servers to identify intoxicated persons.	83/97	85/96	81/97	91/100	80/97	86/98
Bars in college communities should be required to train servers to identify underage drinkers, such as recognizing false IDs.	81/95	83/98	79/92	88/100	78/97	80/96
College bars should do a better job of refusing to serve drunk people.	80/92	78/91	82/92	87/100	79/89	82/92
Bars that don't train their workers to identify underage or intoxicated people should be denied licenses.	75/93	79/97	71/90	92/98	70/91	77/92
Enforcement officials should do more to stop illegal sales to underage persons.	74/96	71/97	77/96	95/99	76/91	76/95
College bars should do a better job of identifying underage customers.	74/91	65/91	83/92	91/97	77/97	79/90
Advertising that associates drinking with fun, sex, glamour and social acceptance strongly encourages young people to drink alcohol.	60/86	54/80	66/91	79/100	59/96	59/85
The industry fails to mention the risks associated with drinking in its ads because it wants young people to drink.	60/73	57/66	63/79	66/84	57/66	47/70
Communities in college towns, not states, should have control over local laws that govern the distribution and sales of alcohol to protect against excessive and binge drinking by college students.	51/78	41/73	60/83	53/85	41/67	53/77
The industry fails to mention abstinence ads as an option for underage drinkers in its ads because it wants young people to drink.	51/71	48/65	54/76	60/80	56/77	59/72

Do you agree or disagree with the following? FIRST NUMBER: STRONGLY AGREE SECOND NUMBER: TOTAL AGREE	ALL	M	F	PAR	NON-PAR	VOTE
The responsibility message of alcohol producers is intended to improve their image and hide the fact that so much alcohol is consumed by people under the legal drinking age.	49/76	47/76	51/77	56/82	43/71	52/76
College administrators are not doing enough to curb underage and binge drinking.	44/77	41/82	46/72	52/72	35/79	44/78
We should stop holding young people solely responsible for heavy drinking and put some of the blame where it belongs – on the alcohol industry.	42/64	39/59	45/69	47/77	39/69	42/22
Drink specials that offer cheap beer and other alcohol encourage college students to drink heavily.	39/74	29/73	49/76	37/73	44/76	41/79
Beer and liquor companies talk about individual responsibility because they want Americans to overlook the role they play in encouraging young people to drink.	34/64	26/61	41/67	40/68	32/60	34/63
Beer and liquor companies target underage students at colleges with their advertising and promotions.	31/65	21/56	40/73	36/68	30/60	29/66
Landlords should be held responsible for consequences related to out of control house parties.	28/51	26/55	29/46	34/60	26/69	29/55
The high density or large number of bars and retail establishments that sell alcohol is one of the major reasons college students, including those underage, drink heavily.	27/62	24/62	30/63	28/52	24/69	29/63
Colleges should be legally liable for deaths of students who die of alcohol related causes.	18/36	17/49	19/40	22/61	18/40	20/36

6. Support for Measures to Reduce Excessive Drinking by College Students

A majority of respondents strongly supported measures listed on this page.

Support/opposition to possible measures that could be implemented by city or other officials that could help reduce excessive drinking by college students. FIRST NUMBER: STRONGLY SUPPORT SECOND NUMBER: TOTAL SUPPORT	ALL	M	F	PAR	NON-PAR	VOTE
Strengthen enforcement of laws prohibiting sales to minors.	84/91	80/87	87/94	84/92	84/91	84/92
Restrict the age of entry to college bars to those who are 21 and older.	71/84	68/77	74/91	72/85	71/82	75/80
Increase penalties on retail establishments that serve underage and intoxicated drinkers.	68/86	72/87	64/85	72/88	69/81	69/80
Increase legal liability on bars that serve underage drinkers and intoxicated persons.	64/80	67/80	61/79	69/83	61/79	64/81
Limit the number and location of bars close to college campuses.	58/80	50/79	66/80	64/84	55/21	59/78
Ban alcohol advertising in college sports.	58/78	59/81	57/75	66/81	54/75	58/77
Ban billboard and other direct alcohol advertising on or near college campuses.	58/78	59/81	58/75	61/83	56/79	59/72
Not allow college newspapers to accept ads from companies and retail establishments that promote excessive drinking through cheap or discounted drink specials.	57/74	50/68	63/80	64/72	58/69	57/73

Support/opposition to possible measures that could be implemented by city or other officials that could help reduce excessive drinking by college students. FIRST NUMBER: STRONGLY SUPPORT SECOND NUMBER: TOTAL SUPPORT	ALL	M	F	PAR	NON-PAR	VOTE
Give local communities in college towns control over alcohol licensing and zoning to protect against excessive and binge drinking by college students.	46/68	43/67	48/69	52/72	44/65	49/72
Limit drink specials at bars that offer alcohol drinks at reduced rates.	45/70	41/65	49/75	50/80	42/61	44/71
Increase licensing fees so it is more expensive for bars to open up near college campuses.	45/68	32/61	57/74	50/76	40/60	48/70
Ban happy hours at bars that offer 2 for 1 or all you can drink specials.	45/63	41/65	48/68	48/68	44/62	48/65
Restrict hours of service for retail establishments that sell alcohol.	44/66	43/65	45/67	49/70	40/79	46/68
Do away with ladies nights at bars that offer women free or reduced priced drinks.	43/64	41/65	44/63	44/70	41/61	42/65

7. Effects of Excessive and Binge Drinking on the Community

How concerned are you about the second hand effect of binge or excessive drinking by college students on local communities such as loud rowdy behavior or neighborhood crime?	ALL	M	F	PAR	NON-PAR	VOTE
Very concerned	49	48	50	58	41	55
Somewhat concerned	26	24	29	25	41	25
Not very concerned	15	19	9	8	11	14
Not at all concerned	4	4	5	3	3	5
Don't know	6	5	7	6	4	1

Do you...that excessive or binge drinking by college students negatively affects the quality of life and public health of local communities?	ALL	M	F	PAR	NON-PAR	VOTE
Strongly agree	55	51	58	58	53	60
Somewhat agree	21	23	20	12	22	21
Somewhat disagree	9	11	8	12	10	11
Strongly disagree	8	9	7	8	8	7
Don't know	7	6	7	10	7	1

Do you think these community officials have a responsibility to get involved in efforts to curb or reduce binge or excessive drinking by college students in their community?	ALL	M	F	PAR	NON-PAR	VOTE
Yes	87	85	89	87	89	89
No	4	6	2	7	4	9
Don't know	9	9	9	6	7	2

Do you believe that homeowners, public officials, local politicians and school officials have a right to be involved in efforts to curb or reduce binge or excessive drinking by college students in their community?	ALL	M	F	PAR	NON-PAR	VOTE
Yes	87	85	89	91	85	95
No	4	6	2	5	4	4
Don't know	9	9	9	4	11	1