

Survey on College Drinking

A national survey of parents of college students

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Parents of college students are...

- Concerned about their kids
 - Parents acknowledge that alcohol leads to problems and challenges for their student
 - Parents have a sense that it is a big problem and there should be consequences on campus for alcohol related incidents
 - But they think the problem is bigger in general than on their own child's campus
- Some are more concerned than others
 - Parents of female students and minorities are much more concerned about alcohol consumption
 - Parents' experience matters, too: non-college parents more concerned, those who admitted to drinking themselves are less concerned

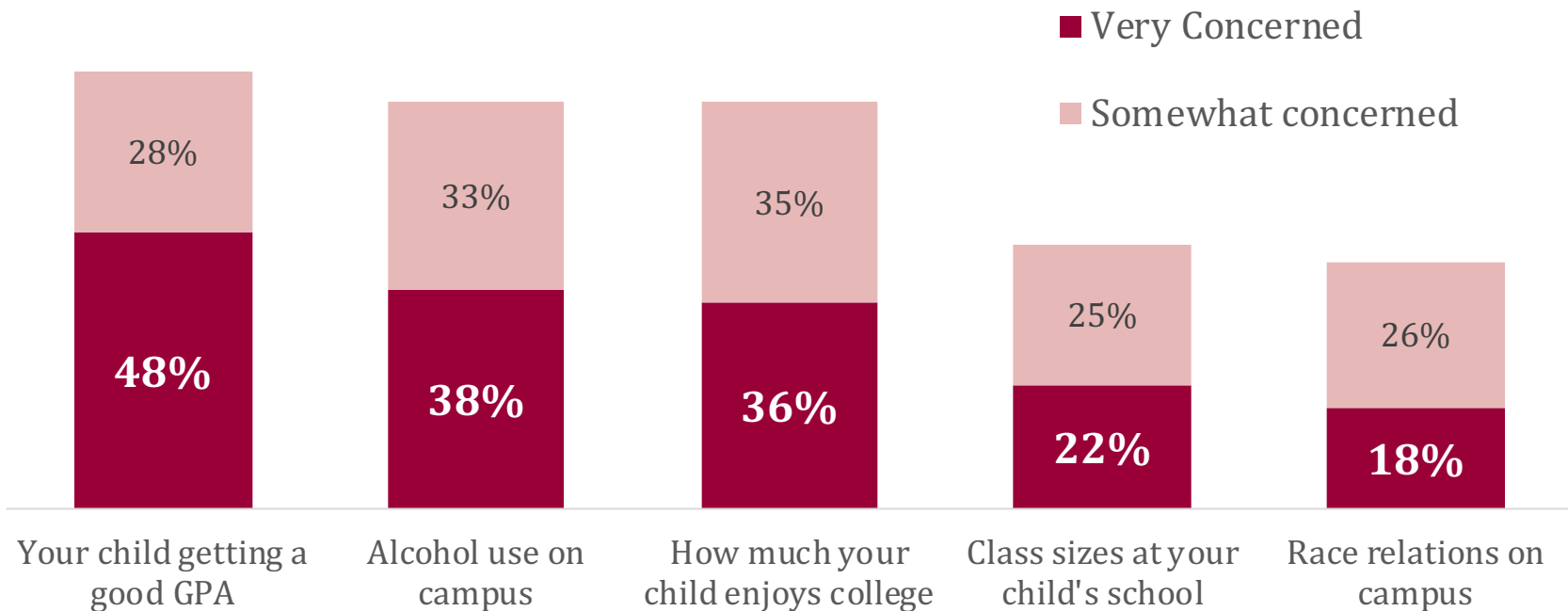
Parents of college students are...

- Mostly satisfied with campus responses...
 - Parents are lukewarm on with how campuses are approaching alcohol now, with moderate levels of satisfaction
 - But there is definite room for improvement
- ... but hungry for information
 - Parents want more information about alcohol use on campus than they seem to be able to get
 - Many say they are choosing schools partly based on alcohol use on campus
 - The data on alcohol use and policies on campus seems thin, even for those who say they are looking for it
 - There seems to be an opening for more systematic reporting of what the policies are between campuses

Parents concerned about alcohol

- More parents say they are more concerned about alcohol use than class sizes, race relations

Q: When thinking about your child's experience in college, how concerned are you about each of the following?



Minority parents seek more info

Q: How important, if at all, was _____ at your student's school as a factor in your college selection process?

% calling each “very important” or “somewhat important” in choosing a school

	White Student	African-American Student	Hispanic Student	Asian or Pacific Islander Student
Concerns about drinking on campus	45%	69%	63%	58%
Alcohol intervention programming	58%	78%	77%	76%

Parents of female, minority students perceive higher risk

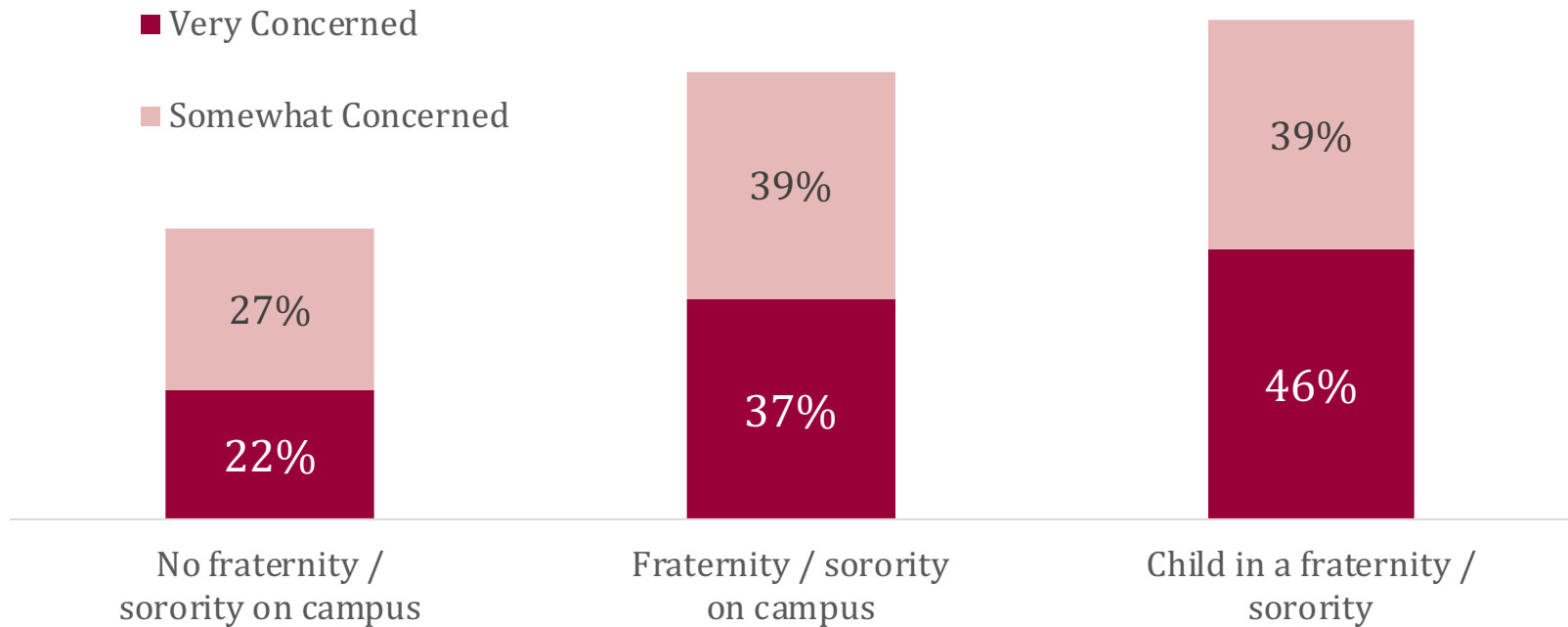
% who “strongly agree” with each of the following statements

	Male	Female	White / Caucasian	African- American / Black	Hispanic	Asian or Pacific Islander
Excessive alcohol consumption should be taken seriously because it can lead to alcohol use disorders (addiction / alcoholism)	64%	70%	64%	77%	72%	64%
Excessive alcohol consumption should be taken seriously because of possible legal consequences .	63%	71%	65%	76%	73%	58%
Excessive alcohol consumption should be taken seriously because of possible health consequences .	65%	75%	70%	75%	74%	53%
Excessive alcohol consumption should be taken seriously because of possible academic consequences .	62%	65%	61%	73%	74%	50%
I am concerned about how other students' excessive drinking places my child at risk of being sexual assaulted .	30%	48%	35%	46%	55%	41%
Other students drinking excessively could be a detriment to my child's college academic experience .	34%	37%	34%	45%	42%	23%
Students who excessively drink could be a detriment to my child's college experience in general .	40%	42%	38%	43%	51%	39%
I am concerned about how my son/daughter's excessive drinking places my child at risk of being sexual assaulted .	25%	33%	24%	43%	37%	39%

The impact of fraternities and sororities

- Proximity to the Greek system adds to parents' concerns

Q: When thinking about your child's experience in college, how concerned are you about each of the following? Alcohol use on campus



The impact of fraternities and sororities

- Students in the Greek system also more likely to experience problems with alcohol

Percent who say their child has gotten into trouble for underage drinking or misusing alcohol while at college

Child in a fraternity / sorority	11%
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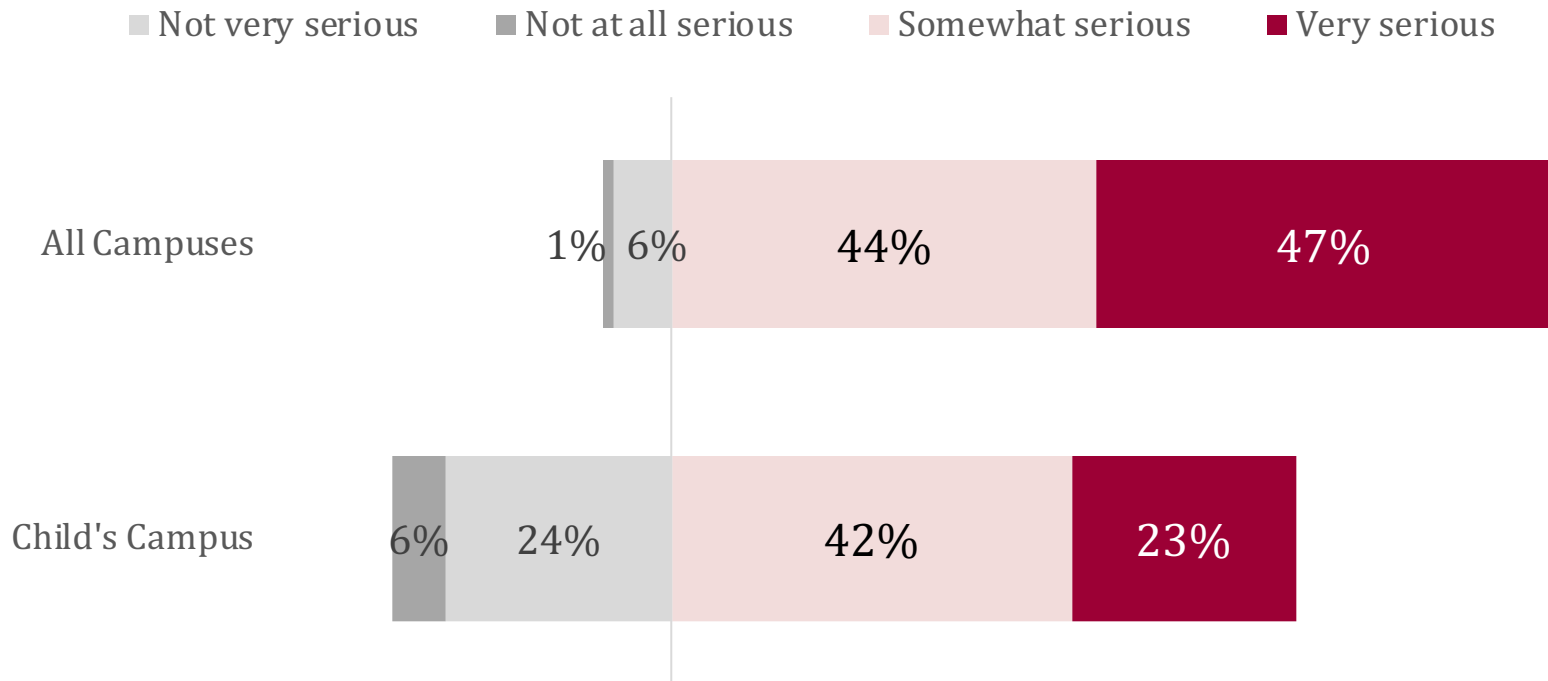
Fraternity / sorority on campus	5%
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No fraternity / sorority on campus	2%
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Problems closer than they appear?

- Parents think the campus alcohol problem is worse... somewhere else.

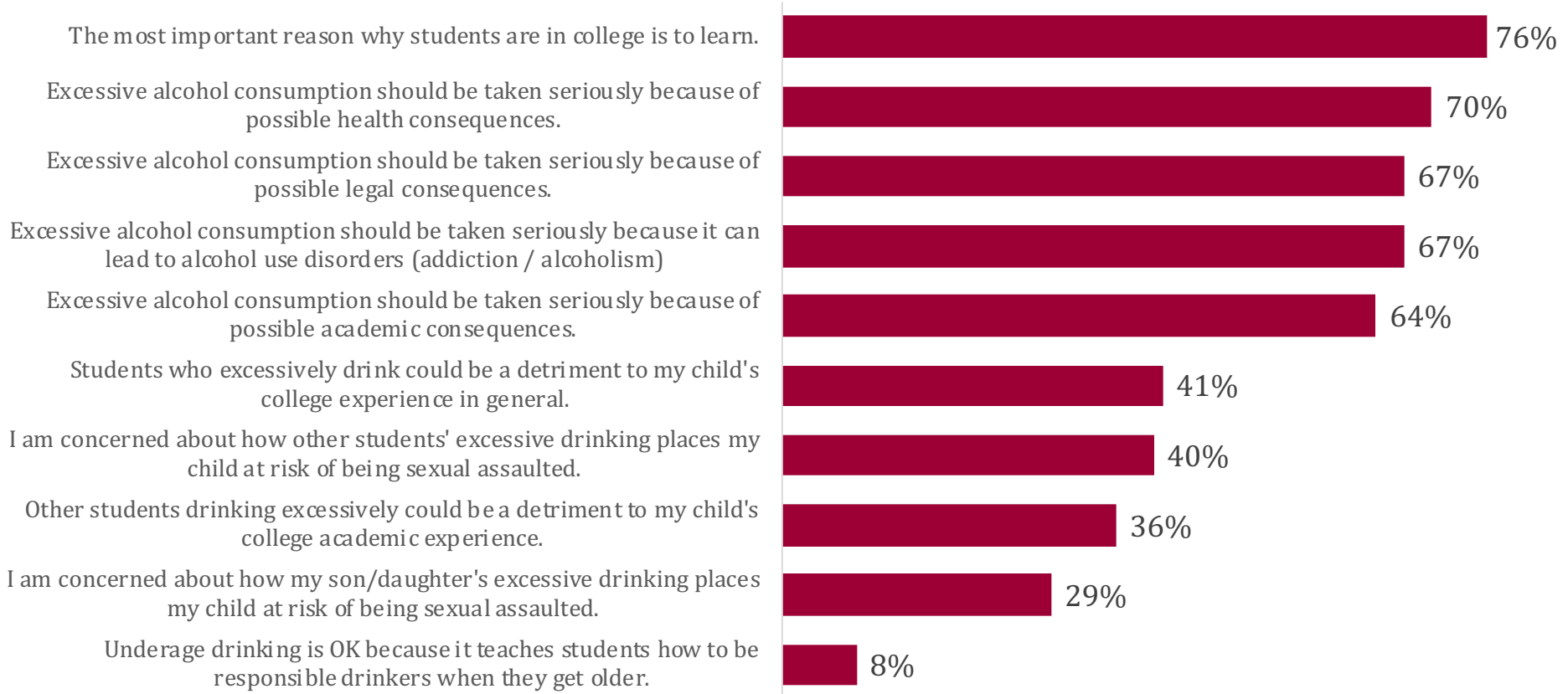
Q: How serious a problem do you think excessive student drinking is on...



Parents also concerned about effects

- Few think underage drinking is OK, most are concerned with health, legal consequences

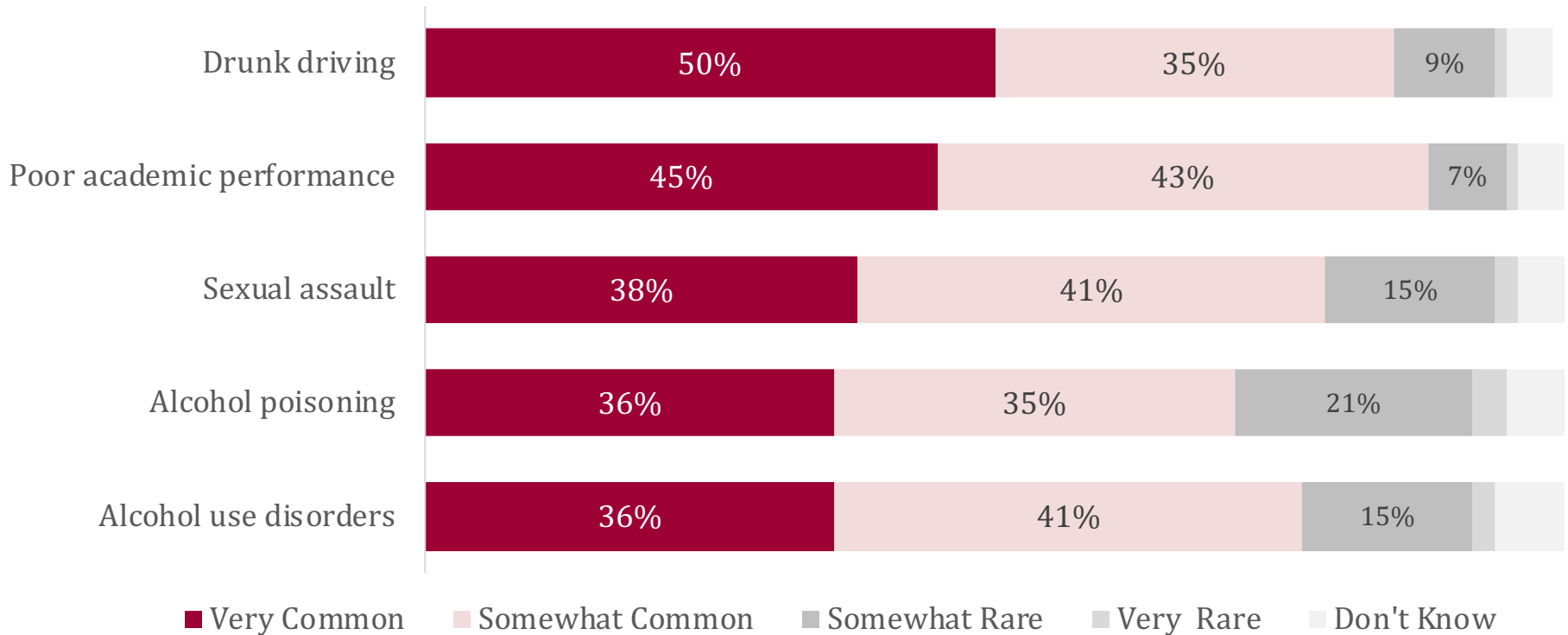
Q: How much do you agree or disagree with each of the following statements?
% who said they “strongly agree” with each statement



And see those effects as common

- Large majority see a variety of serious impacts of underage drinking as common

Q: To the best of your knowledge, how common are the following impacts of underage or excessive drinking among college students?

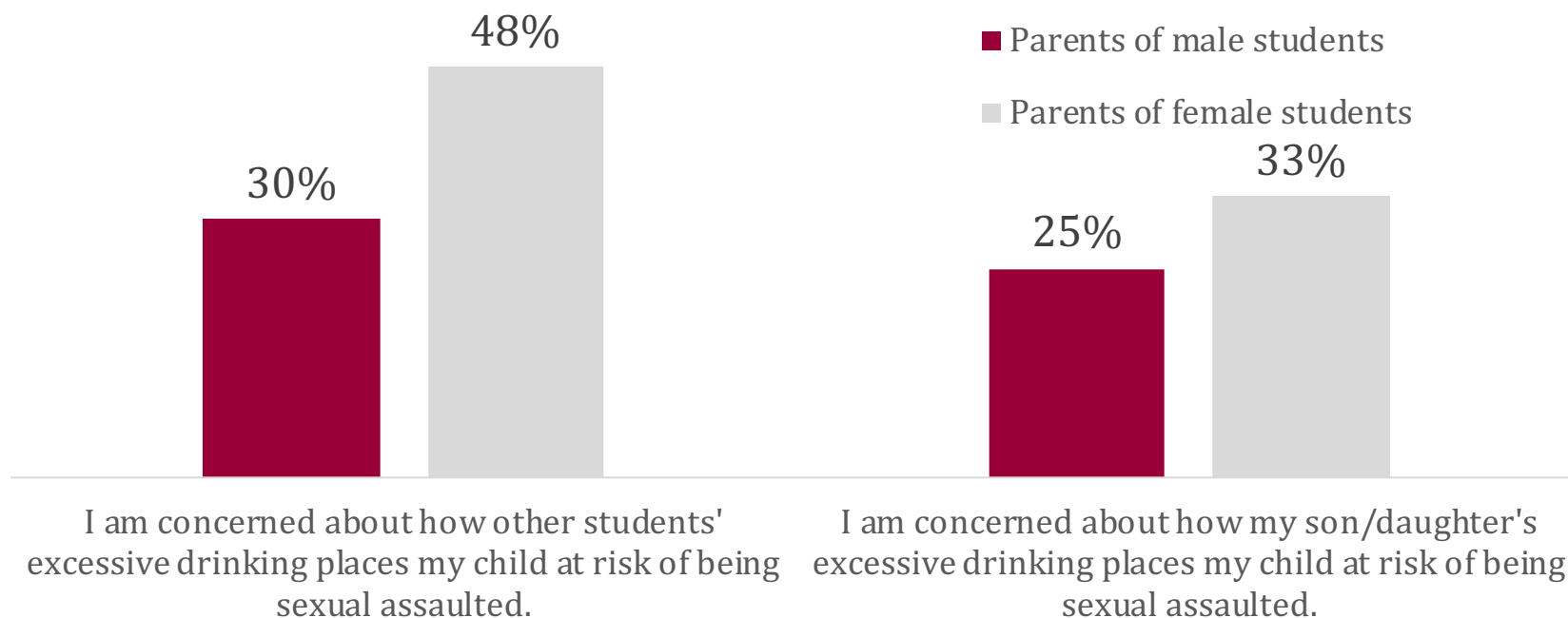


Gender gap on sexual assault concern

- Parents of female students more concerned about alcohol's role in sexual assault

Q: How much do you agree or disagree with each of the following statements?

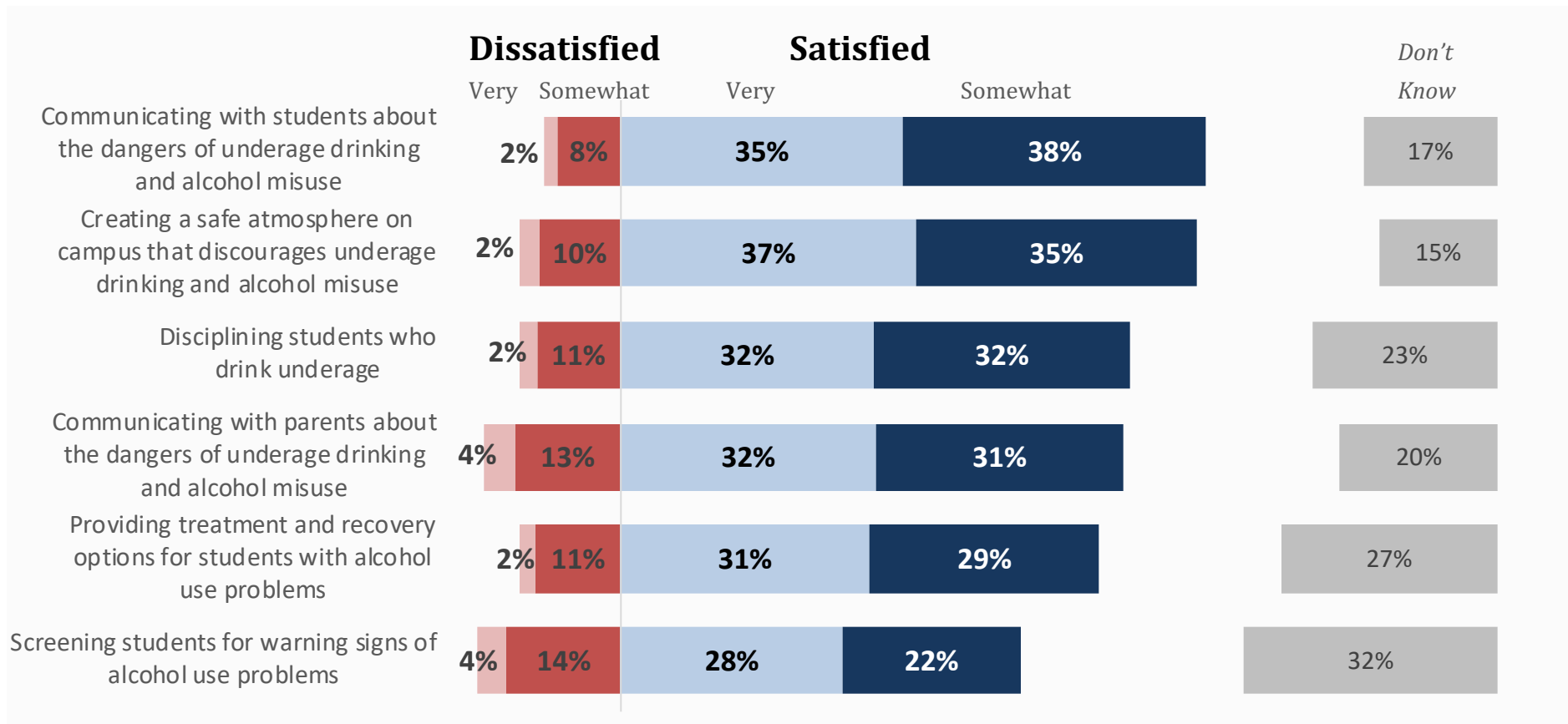
% who said they “strongly agree” with each statement



Parents lukewarm on campus response

- Though many are not “very satisfied”, there is likely not high enough dissatisfaction to drive calls for systemic change

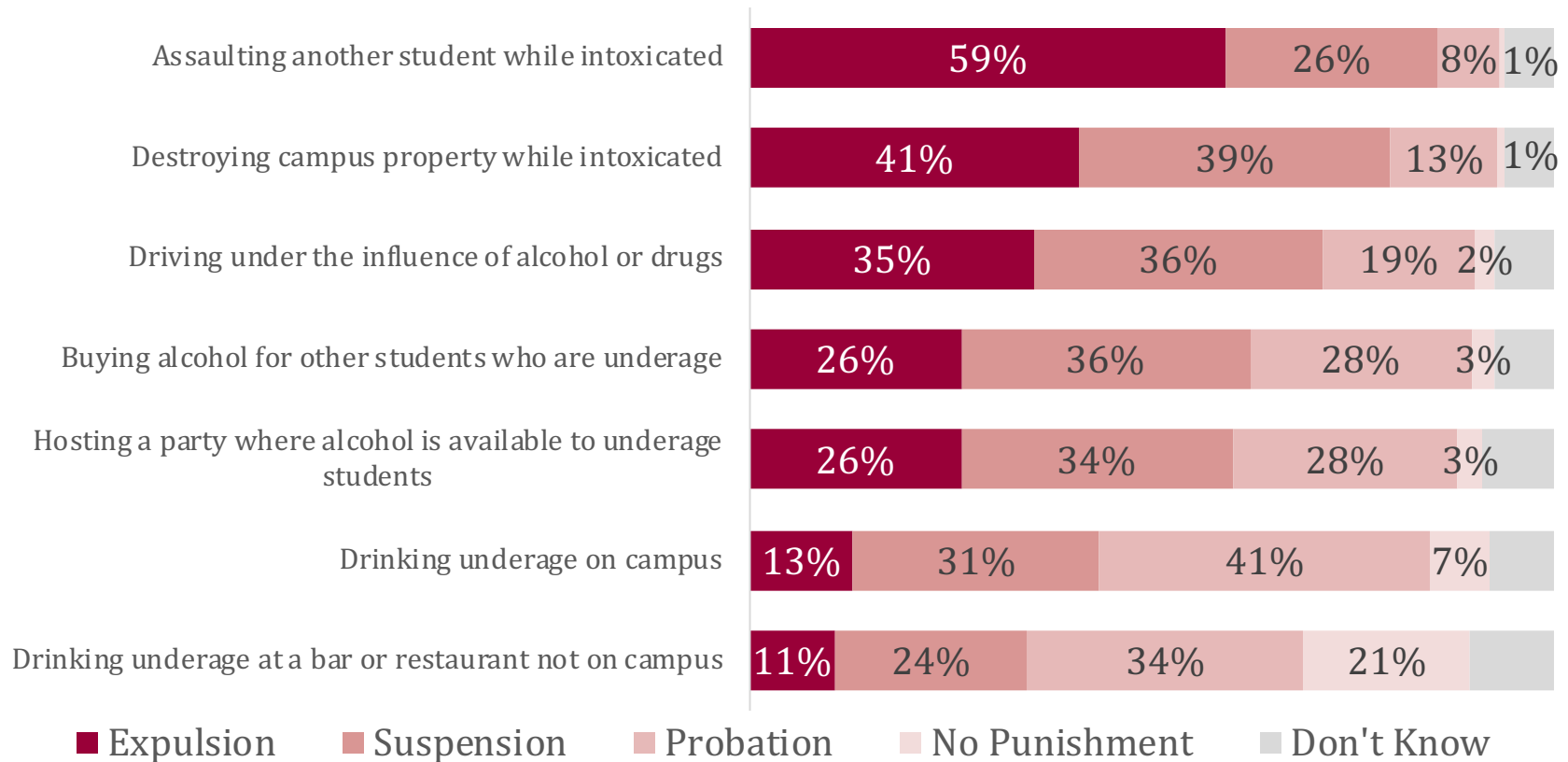
Q: How satisfied would you say you are with each of the following aspects of how your child's college handles underage drinking and alcohol misuse?



They support discipline...

- The severity of the punishment favored varies depending on the offense

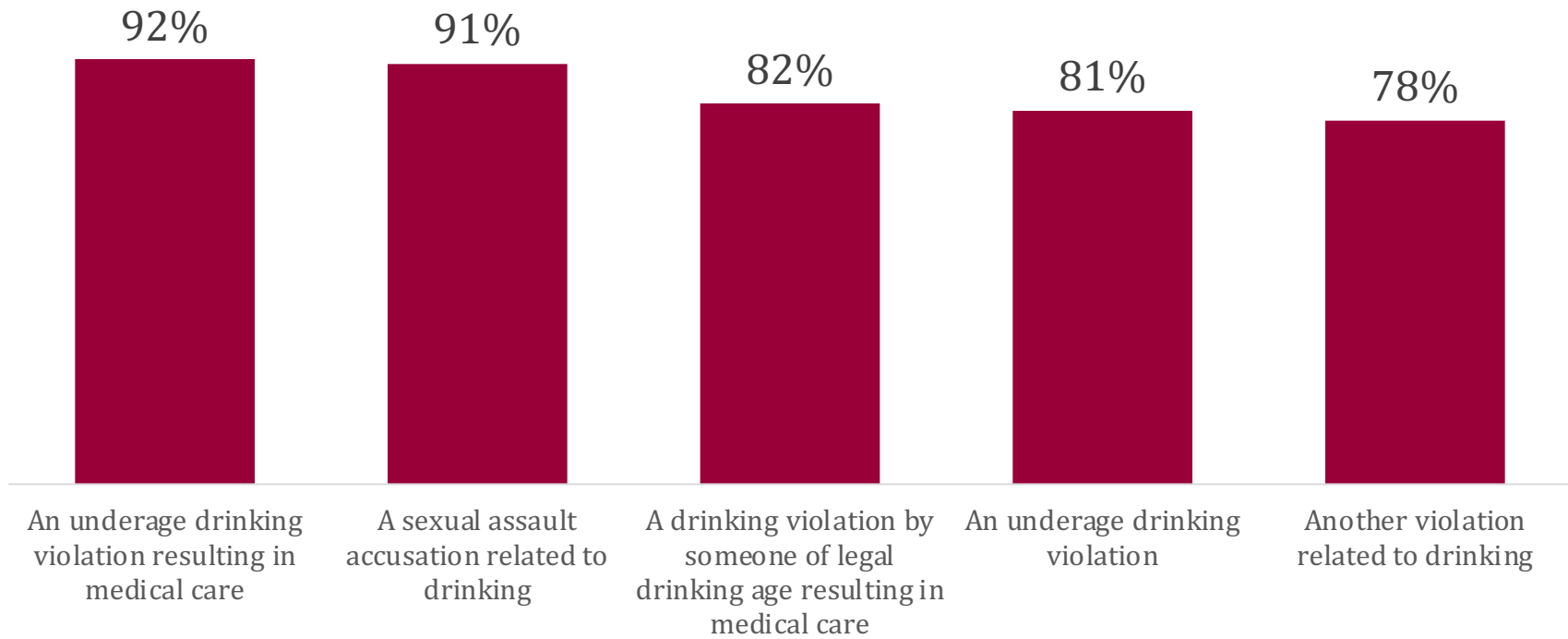
Q: Apart from any criminal or legal penalties, what, if anything, do you think is an appropriate consequence for a student found to have engaged in each of the following behaviors for the first time?



... and notification

- Overwhelmingly support for notifying parents when their children violate alcohol policies

Q: Do you think college administrators should notify parents if their child is involved in each of the following?
% who said “yes” to each



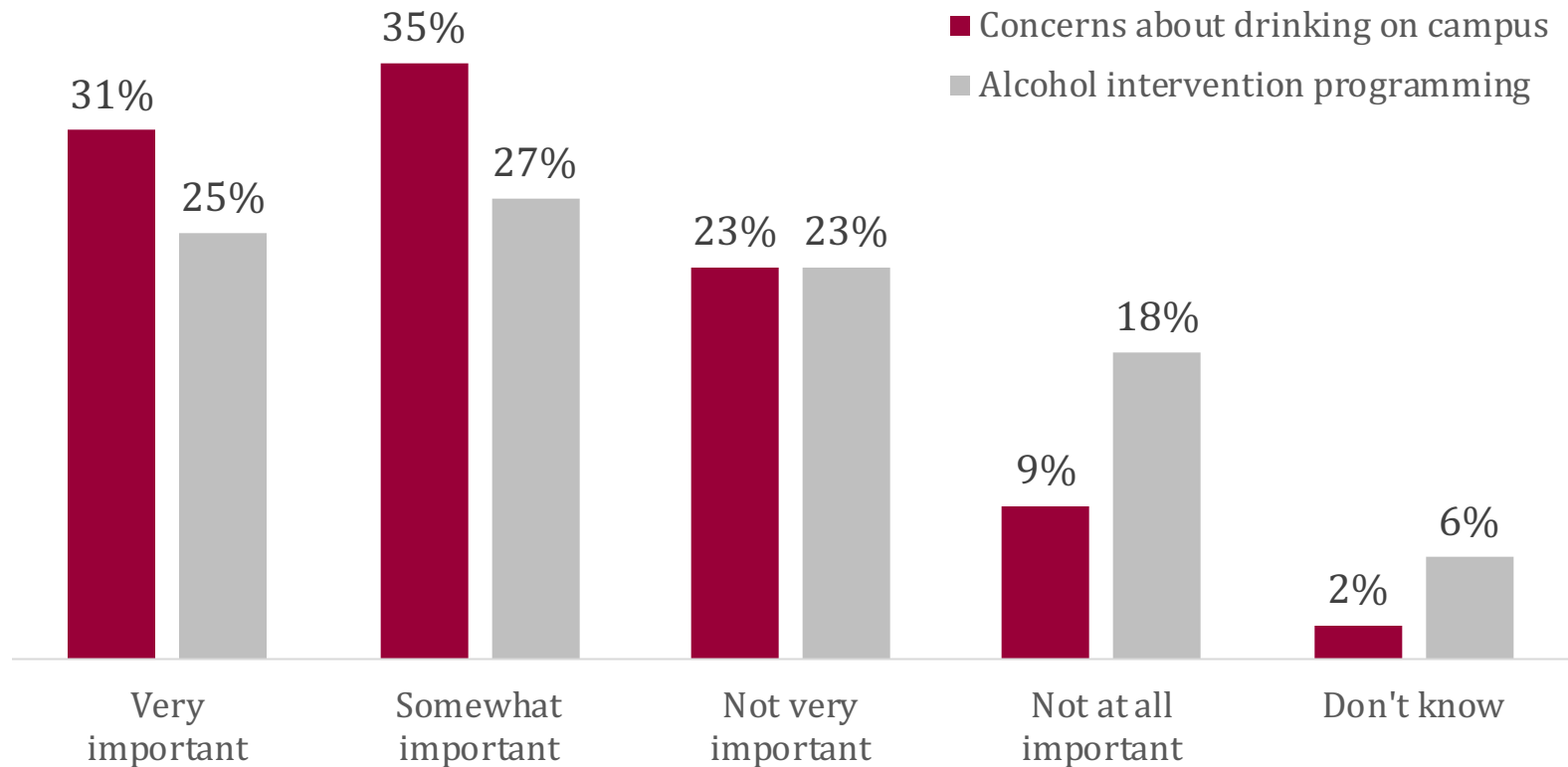
What are the actual policies?

- Most want to hear about drinking violations and incidents
- Over half (54%) think the policy includes parental notification, and another 31% don't know

Parents want information

- Even before sending their children to college, parents are thinking about campus alcohol use

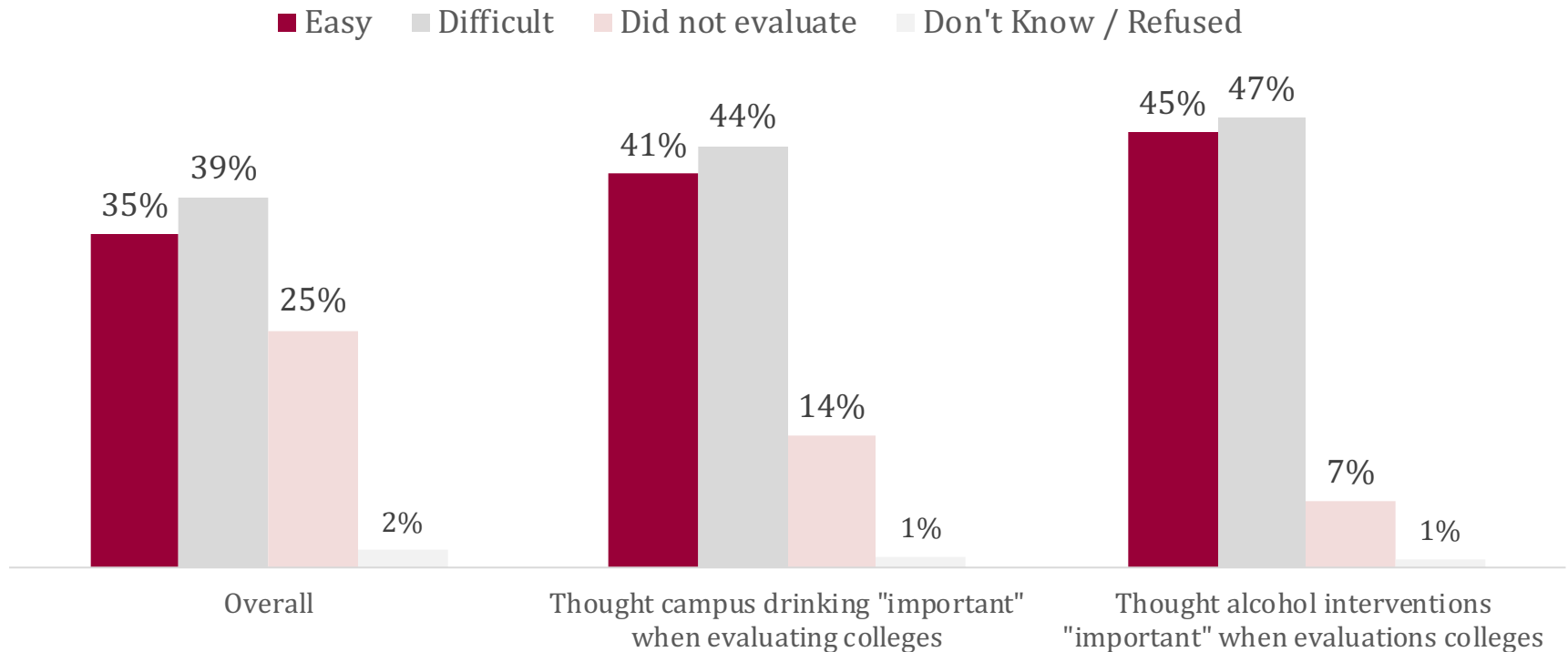
Q: How important, if at all, were _____ when choosing a college for your child?



But finding it is not easy

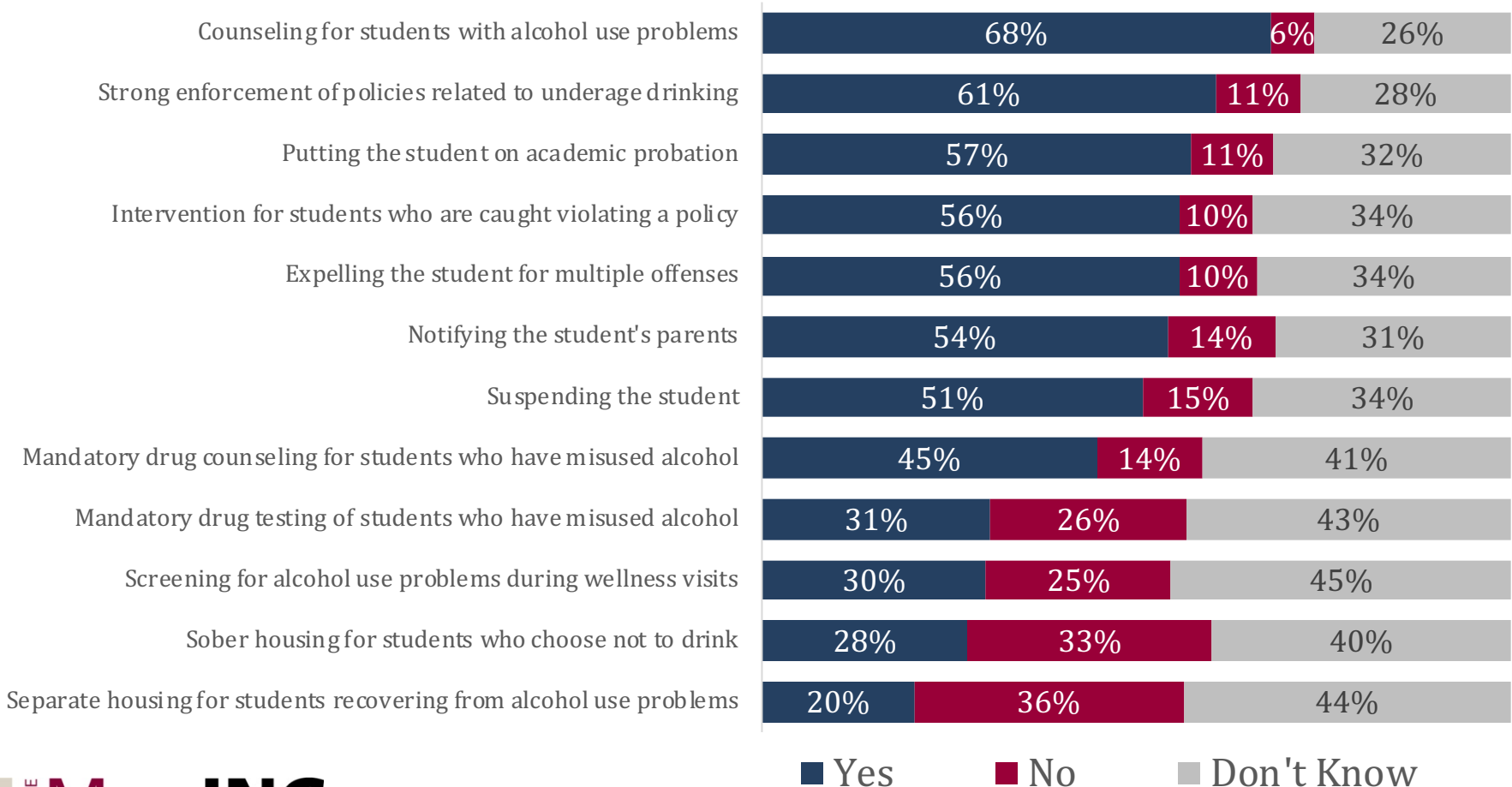
- Even parents seeking out information on alcohol use and interventions split on whether it is easy or difficult to find

Q: How easy or difficult was it for you to evaluate colleges regarding alcohol and other substance use?



There's a lot parents don't know

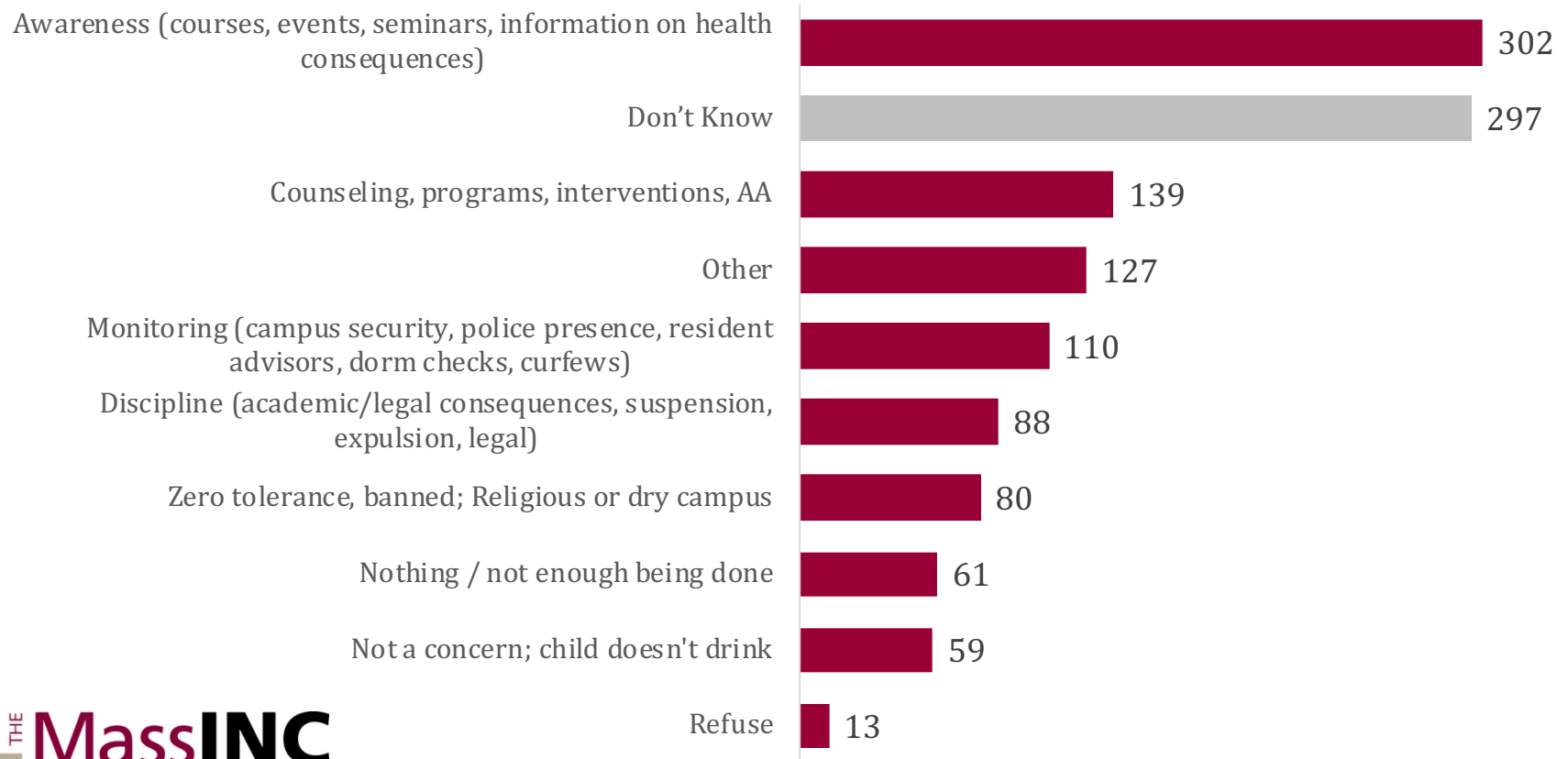
Q: To the best of your knowledge, which of the following are part of the disciplinary policy for alcohol misuse on your child's college campus?



Many don't know what schools are doing

- “Don't know” second most common response when parents asked what their children's schools are doing on alcohol misuse

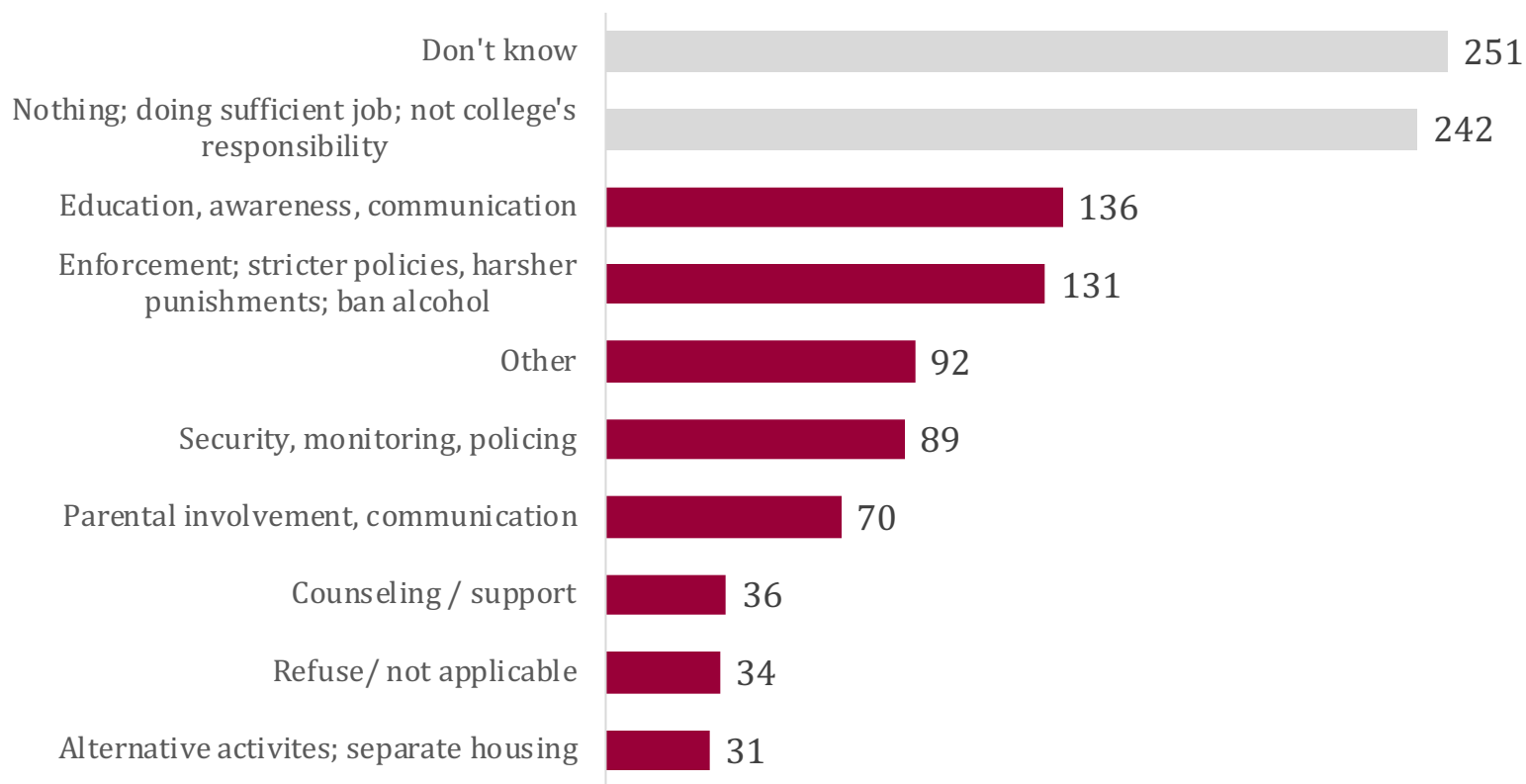
Open ended Q: What is your child's college campus doing to address underage drinking and alcohol misuse among students? (1,015 open ended responses; responses could be coded into multiple categories)



Inconsistent ideas for improvement

- Nearly half of open-ended responses on improving campus policy were “don’t know” or to change nothing

What, if anything, could your child’s college be doing differently to better deal with underage and problem drinking? (1,015 open ended responses; responses could be coded into multiple categories)





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