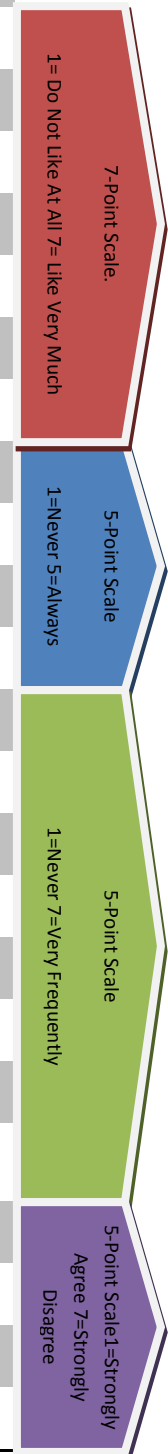


Table 1 - Descriptive Statistics

Question	N	Mean	Std. Deviation
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	36	5.513888889	2.979659883
When you drink, how much money do you typically spend on alcoholic beverages throughout the day and/or night?	35	17.42857143	15.31682219
How many nights per week do you typically go out?	36	1.930555556	1.109393514
Please indicate your preference for Light Beer	36	4.013888889	2.31296381
Please indicate your preference for Regular Beer	36	4.277777778	2.250220448
Please indicate your preference for Wine Cooler	35	3.257142857	2.034162021
Please indicate your preference for Regular Wine	36	4.305555556	2.067703273
Please indicate your preference for Mixed Drinks/ Cocktails	36	5.444444444	1.402944749
Please indicate your preference for Shot	36	4.361111111	2.072304139
For each of the following places or occasions please indicate how likely you are to drink - At a restaurant	36	2.222222222	1.017310491
For each of the following places or occasions please indicate how likely you are to drink - Bar & Club	36	3.027777778	1.463579001
For each of the following places or occasions please indicate how likely you are to drink - At a party	36	3.722222222	1.185895951
For each of the following places or occasions please indicate how likely you are to drink - At your house	36	2.861111111	1.222474721
Please indicate how often the following situations have happened to you - I miss class due to drinking	36	1.444444444	0.694650763
Please indicate how often the following situations have happened to you - I fall behind in school due to drinking	36	1.527777778	0.7740842
Please indicate how often the following situations have happened to you - I do poorly on exams or papers due to drinking.	36	1.361111111	0.682548911
Please indicate how often the following situations have happened to you - I get into trouble with the police due to drinking	36	1.277777778	0.566246343
Please indicate how often the following situations have happened to you - I participate in vandalism or damage to property due to drinking	36	1.333333333	0.717137166
Please indicate how often the following situations have happened to you - I drive while drunk	36	1.527777778	0.7740842
Please indicate how often the following situations have happened to you - I suffer from health problems due to drinking	36	1.25	0.649175301
Please indicate how often the following situations have happened to you - I experience any of the following: nausea, sweating, shakiness, craving due to drinking	36	1.555555556	1.054092553
Sometimes I may decide to go drinking because of promotions I come across.	36	3.444444444	1.297127474
Sometimes I may drink more because of promotions.	36	3.75	1.227657467
Cheap alcohol is easy to come by.	36	2.416666667	1.155731061
I frequently come across ads and promotions for cheap alcohol.	36	3.194444444	1.190904685



What is your current cumulative GPA?	38	3.081421053	0.458205644
How old are you?	40	21	3.66550098
Valid N (listwise)	34		

Table 2

Statistics						
	Have you consumed any alcoholic beverages (beer, wine, liquor) in the last 6 months?	Which of the following answers best why you drink?	Which of the following choices best describes you?	What year of studies are you currently in?	Circle your gender?	Where do you currently live?
Valid	40	36	36	40	40	40
Missing	0	4	4	0	0	0
Mode	1	2	2	1	2	3

Table 2a

Have you consumed any alcoholic beverages (beer, wine, liquor) in the last 6 months?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Yes	36	90%	90%	90%
	No	4	10%	10%	100%
	Total	40	100%	100%	

Table 2b

Which of the following answers best why you drink?

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I enjoy the taste	9	22.50%	25.00%	25.00%
	I find it relaxing	15	37.50%	41.67%	66.67%
	Because my friends drink	3	7.50%	8.33%	75.00%
	Because it is the best way to have a great time	5	12.50%	13.89%	88.89%
	Because it lets me get away	4	10.00%	11.11%	100.00%
	Total	36	90.00%	100.00%	
Missing	Missing	4	10.00%		
Total		40	100.00%		

Table 2c

Which of the following choices best describes you?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I'm practically a non-drinker	4	10.00%	11.11%	11.11%
	I'm a social drinker	23	57.50%	63.89%	75.00%
	I'm a moderate drinker	5	12.50%	13.89%	88.89%
	I'm a heavy drinker	3	7.50%	8.33%	97.22%
	I'm a problem drinker	1	2.50%	2.78%	100.00%
	Total	36	90.00%	100.00%	
Missing	Missing	4	10.00%		
Total		40	100.00%		

Table 2d

What year of studies are you currently in?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	freshman	18	45.00%	45.00%	45.00%
	sophomore	3	7.50%	7.50%	52.50%
	junior	11	27.50%	27.50%	80.00%
	senior	5	12.50%	12.50%	92.50%
	post graduate studies	3	7.50%	7.50%	100.00%
	Total	40	100.00%	100.00%	

Table 2e

Circle your gender?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	female	15	37.50%	37.50%	37.50%
	male	25	62.50%	62.50%	100.00%
	Total	40	100.00%	100.00%	

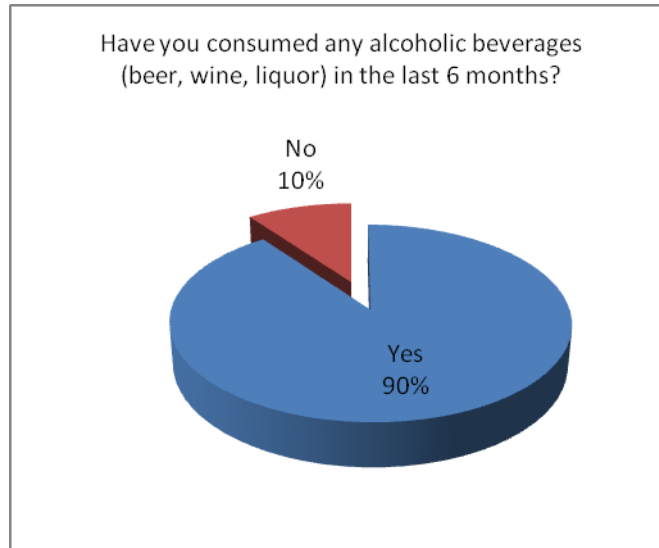
Table 2f

Where do you currently live?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	I live with my parents	7	17.50%	17.50%	17.50%
	I rent an apartment alone or with others	13	32.50%	32.50%	50.00%
	I live in the dorms	14	35.00%	35.00%	85.00%
	other	6	15.00%	15.00%	100.00%
	Total	40	100.00%	100.00%	

Research Question 1

a. How prevalent is drinking of alcoholic beverages?

Our survey responses showed that 90% of UWM students have consumed alcoholic beverages within the last 6 months (Table 2a.) Of those who have consumed alcoholic beverages in the last 6 months the average student goes out just under twice a week (Table 1). As seen in table 8, the majority of students consider themselves social drinkers.



b. How much is typically ingested? (Question 2)

In Table 1, the question was, "When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?" When an average student drinks, they consume about five drinks throughout the day/ or night. When a student consumes five drinks they're spending around \$25-30, they spend this much when they go to the bars or clubs.

c. Where is it consumed?

When looking at the data in the Descriptive Statistics section, The alcohol is typically consumed most often at a party with the mean score being a 3.72 out of 5. Bars and Clubs were the next most popular places to consume alcohol with a mean score of 3.03 out of 5.

Drinking at home came in third place with a mean score of 2.86, and drinking at a restaurant was the least likely occurrence with a mean score of 2.22 out of 5. This is no surprise to me, I expected the numbers to come in about this way. I feel like the younger college students do all of their drinking at their house or at a party, I also think that the older "of age" students do most of their drinking at

a bar or club and at restaurants.

d. What is the primary reason why students drink?

As can be seen in table 2b, the primary reason students drink is because they enjoy the taste (25%) and they also find it relaxing (41.67%). This graph means that students are less likely to drink because they think that it is the best way to have a good time. Students are also less likely to be influenced by peer pressure when it comes to drinking. Another thing that can be seen in table 1 is that students stated they were more likely to go out drinking because of the promotions they come across (average 3.44), and they also may drink more because of promotions (average 3.75) and they also see a lot of advertisements and promotions for cheap alcohol (average 3.19). Students are also less likely to come by cheap alcohol (average 2.42). This means that if students were to go to a bar and they had say a promotion offering two dollar tap beers, they were more likely to drink more because of that promotion.

Which of the following reasons best describes why you drink?

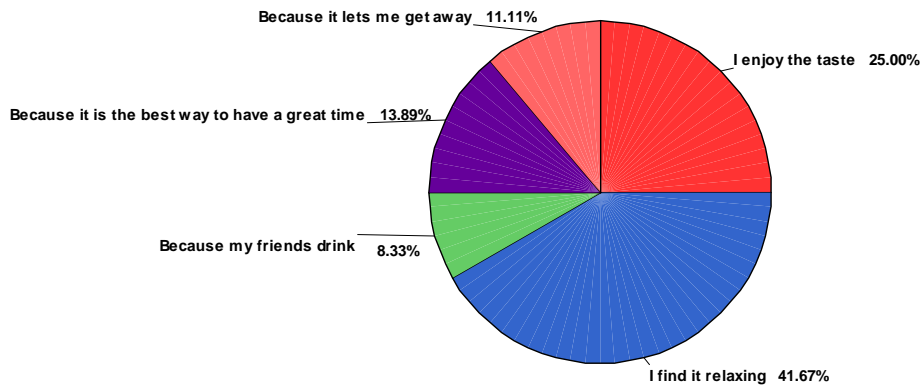
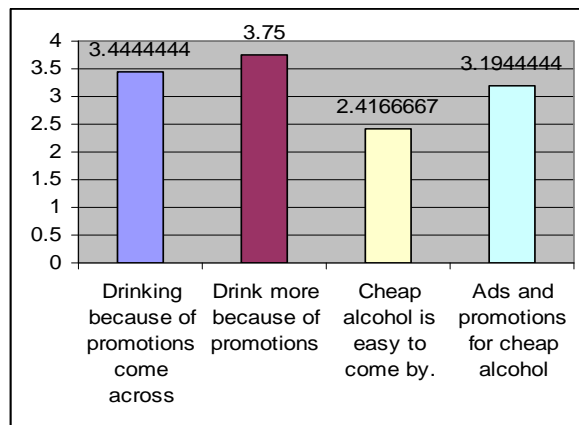


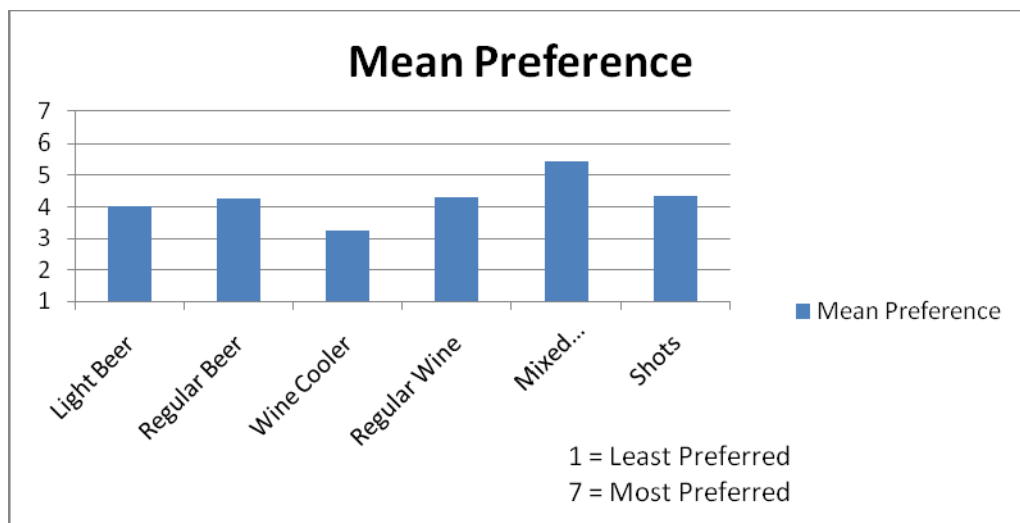
Chart of averages of answers to questions on survey question 10.



Research Question 2

How much is typically spent?

According to the Descriptive Statistics section of our report, the mean amount spent per person per occasion was \$17.43, We also noted that there was a really high standard deviation of \$15.32, indicating that there is a high level of variance among respondents. The high level of outliers made this statistic rather interesting, it also seems that the people that drank the most often spent the most per occasion and vice versa. There is not a significant difference in which people prefer one thing over another. There is not a large difference across the board. Since a large number of freshman were surveyed, they may be just trying out different types of beverages to see what they like, or they drink whatever they can get their hands on, since they are still minors.



Research Question 3

1. A) Table 2A tells us that 36 out of 40 people surveyed have consumed alcohol in the last 6 months, so that would lead us to believe that there is evidence of widespread drinking in our sample.
B) Table 2C tells us that 23 out of 36 are social drinkers. That would lead us to believe that most people drink only when they get together with friends. The average number of drinks consumed is 5.51. There is not a excessive drinking problem in our sample, people just go out with friends and consume. If they do not go out with friends, then they do not as much, or anything at all.

2. T-Test

	N	Mean	Std. Deviation	Std. Error Mean
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	36	5.514	2.9797	.4966

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference	
					Lower	Upper
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	11.103	35	.000	5.5139	4.506	6.522

	Test Value = 0					
	T	df	Sig. (2-tailed)	Mean Difference	99% Confidence Interval of the Difference	
					Lower	Upper
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	11.103	35	.000	5.5139	4.161	6.867

The number of alcoholic beverages consumed is not statistically significant. Everyone drinks different amounts of alcohol when they go out drinking.

3.

Circle your gender?	N	Mean	Std. Deviation	Std. Error Mean
female	13	4.885	3.2349	.8972
male	23	5.870	2.8373	.5916

	Levene's Test for Equality of Variances	t-test for Equality of Means								
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	Equal variances assumed	.179	.675	-.951	34	.348	-.9849	1.0353	-3.0890	1.1191
	Equal variances not assumed			-.916	22.395	.369	-.9849	1.0747	-3.2115	1.2416

Males and females do not consume statistically different amounts. The mean difference is only one, so the numbers are statistically significant.

4.

One-Sample Statistics

	N	Mean	Std. Deviation	Std. Error Mean
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	36	5.514	2.9797	.4966

One-Sample Test

	Test Value = 20					
	t	df	Sig. (2-tailed)	Mean Difference	99% Confidence Interval of the Difference	
					Lower	Upper
When you drink, how many alcoholic beverages do you typically consume throughout the day and/or night?	-29.170	35	.000	-14.4861	-15.839	-13.133

The amounts are not statistically different. Students did not spend an average of \$20 when they go out to t to the bar to drink. This means that their alcohol is cheaper because they do not pay the inflated prices of going out to the bar.

Research Question 4

1.

Most Common Consequences of Drinking

Rank	Consequence	Mean Score out of 5-
1	nausea, sweating, shakiness, craving due to drinking	1.55555556
2	I drive while drunk	1.52777778
2	I fall behind in school due to drinking	1.52777778
3	I miss class due to drinking	1.44444444
4	I do poorly on exams or papers due to drinking.	1.36111111
5	I participate in vandalism or damage to property due to drinking	1.33333333
6	I get into trouble with the police due to drinking	1.27777778
7	I suffer from health problems due to drinking	1.25

Although the mean scores for all of these consequences are all between never and very rarely; the consequences are in the expected order of severity. I think that the consequences have shown to be in order from least severe (nausea, shakiness) to most severe (police, liver damage) and that correlates with the ranking from most common to least common.

2. There are influences on the decision to drink and what people are going to drink for the night. The most common influence over ones drinking is “cheap alcohol”, the only mean response on the “Strongly Agree” side of the scale at 2.41. The higher Standard Deviation suggests that there is a larger amount of variance, hinting to me that people who drink more regularly are more easily swayed by marketing.

3. There were ___ people who we surveyed that were underage drinkers.