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Campaign for Alcohol Free Kids, Inc.
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Washington Regional Alcohol Project (WRAP)
National SAFE KIDS Campaign
American Council on Alcoholism

Supporters

National Transportation Safety Board (NTSB)
International Association of Chiefs of Police, State and Provincial Division
National Commission Against Drunk Driving
Memorandum from
WIRTHLIN WORLDWIDE

TO: Americans for Responsible Alcohol Access

FROM: Mike Dabadie

SUBJECT: National College Student Survey

DATE: March 27, 2000

Wirthlin Worldwide is pleased to present the results from our national survey of 500 college students currently enrolled in four-year colleges and universities in the contiguous United States. Interviews were conducted during evening hours from February 14-17, 2000. The margin of error for a sample of 500 is + 4.4 percentage points in 95 out of 100 cases. Due to the sensitive nature of this subject, we expect a degree of under-reporting occurs specific to the purchase and use of alcohol by students under age 21.

According to our national tracking, Internet access and on-line purchasing are increasing. Those web-users age 20-35 are currently driving the surge in on-line purchasing over teenagers and older adults:

- Internet generated revenues are expected to reach $226 billion in 2000, up from $38 billion in 1998.
- 55% of active web users report having made an on-line purchase, up from 38% last year.
- 99% of college students report having access to the Internet.
- 74% have access to the Internet via their home or dorm.
- 22% of American's over age 18 report having Internet access at school
- 46% of Internet connected households have children under age 18 in the home.
- Among homes with Internet connections and children under age 18, 58% report that their children access the Internet.

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Results from the Americans for Responsible Alcohol Access survey among college students show that:

- 68% of currently enrolled students report that they drink beer/wine/or liquor.
- Equals 598,400 students nationally.
- 62% of Freshmen report drinking beer/wine/liquor.
- 59% (519,200 nationally) of those under age 21 report drinking beer/wine/liquor.

Eight-in-ten students (80%) say their peers are likely to purchase alcohol on-line if no age verification were required. Nearly one-quarter report that they, themselves, would be likely to make on-line alcohol purchases if no age verification were required:

% reporting **THEY** would be likely to purchase alcohol on-line if no age verification were required:

- 47% of male students under age 21.
- 39% of Freshmen.
- 35% of students under age 21.
- 27% of Sophomores.
- 22% of students overall (represents 193,000 students nationally).

% reporting their **PEERS** would be likely to purchase alcohol on-line if no age verification were required:

- 92% of female students living on campus.
- 89% of Freshman.
- 82% of students under age 21.
- 80% of students overall.

While current awareness and usage of Internet alcohol purchasing is low (currently 17% of 358
students are aware of on-line purchasing, 2% have actually purchased, and 5% know someone who has purchased), this still represents a significant and untapped market for alcohol distributors:

- 17,600 currently enrolled students report having purchased beer/wine/liquor over the Internet, through mail or toll free phone orders.
- 44,000 report that they know someone who has purchased via these means.

Younger students support on-line alcohol sales (27% among those under 21 favor) while the strongest opposition is found among students well above the legal drinking age (56% of those 25 or older "strongly oppose"):

- 33% of males under 21 favor sales.
- 27% of Freshmen favor sales.
- 20% of students favor sales overall.

Students perceive that increased enforcement efforts at retail locations are likely to drive minors and other college students to the Internet, mail-order or toll free calling for their alcohol purchases:

- Fully 87% report that others would be likely to turn to these sources for purchasing.
- 48% of Freshmen report that other students would be "very likely" to look to these sources for alcohol purchases.

Support for on-line sales of alcohol is strongest among those currently prevented from purchasing by current law. Specifically, supporters are most likely to be:

- Males living on campus (32%).
- Currently beer/wine/liquor drinkers (28%).
- Under age 21 (27%).
- Male (26%).
Questions regarding the results of this survey should be directed to Mike Dabadie or Andrew Cober at Wirthlin Worldwide (703.556.0001).

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