

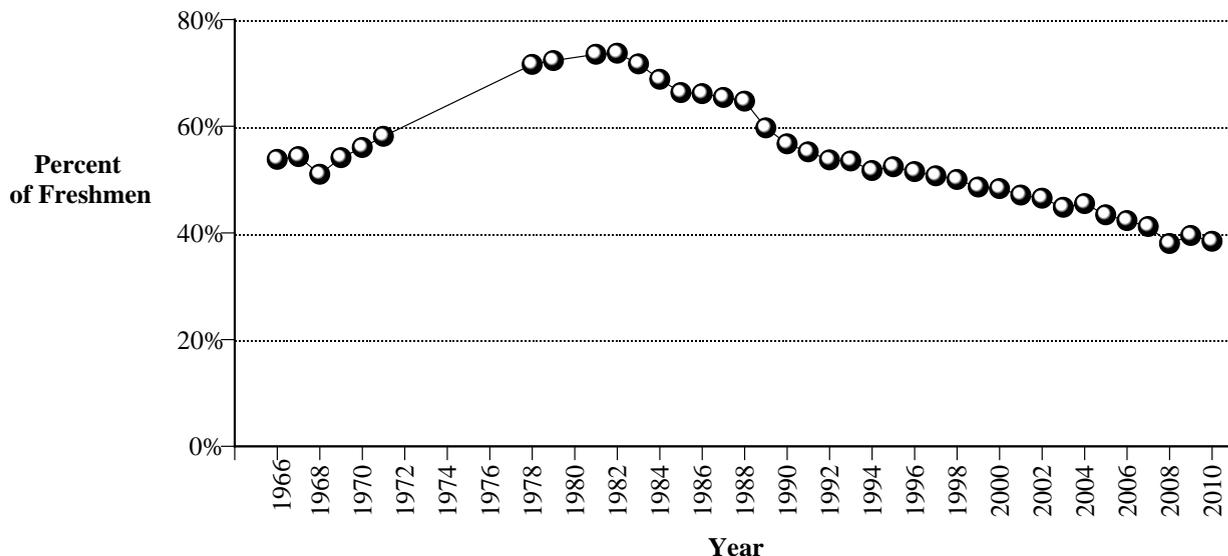
A Weekly FAX from the Center for Substance Abuse Research

University of Maryland, College Park

Occasional or Frequent Beer Drinking in the Past Year Among College Freshmen Remains at Record Low Levels

The percentage of U.S. college freshmen reporting that they drank beer occasionally or frequently in the past year has declined significantly since the early 1980s, according to data from the Cooperative Institutional Research Program's annual college freshman survey. In 1982, 73.7% of college freshmen reported drinking beer in the year before entering college. Since then this rate has declined nearly every year, reaching a record low of 38.0% in 2008. In 2009 and 2010 the percentages remained nearly the same, at 39.5% and 38.4%, respectively. While the decline in beer consumption over the past three decades is encouraging, the fact that more than one-third of college freshmen report drinking beer in the year before entering college is a cause for concern.

**Percentage of U.S. College Freshmen Reporting Occasional or Frequent Beer Use
in the Year Prior to the Survey, 1966-2010***



*The question about beer use was not asked in the 1972 to 1977 and 1980 year surveys.

NOTE: The 2010 results are based on the responses of 201,818 first-time, full-time, freshmen at 279 U.S. baccalaureate colleges and universities. The survey is typically administered during the freshmen orientation process. The data have been statistically adjusted to reflect the responses of the 1.5 million first-time, full-time students entering four-year college and universities as first-year students in 2010.

SOURCE: Adapted by CESAR from data from the Higher Education Research Institute (HERI), Cooperative Institutional Research Program (CIRP), *The Freshman Survey*. For additional information, contact the Higher Education Research Institute at heri@ucla.edu.