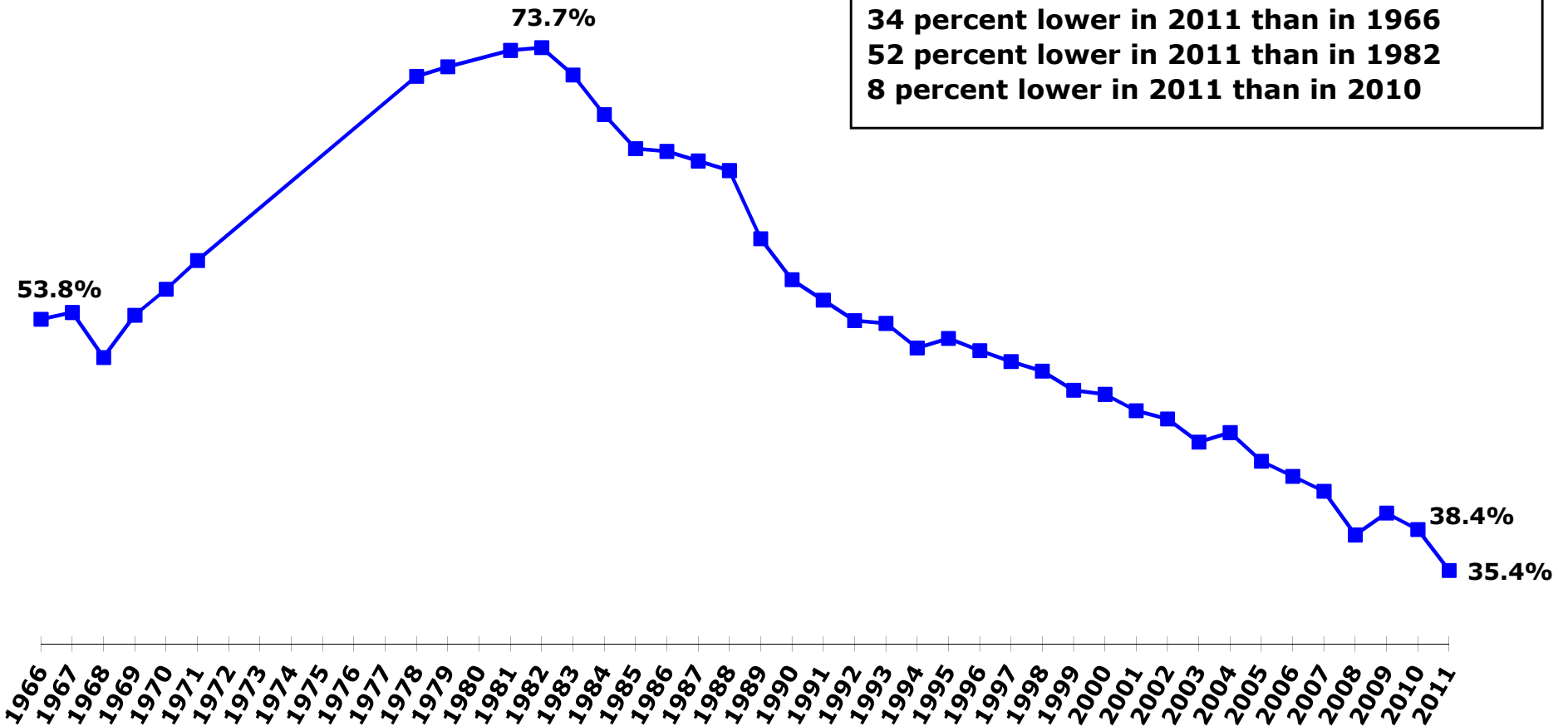


# The American Freshman Survey

## Percentage of College Freshmen Who Drink Beer

### **Record-low in 2011**

**34 percent lower in 2011 than in 1966**  
**52 percent lower in 2011 than in 1982**  
**8 percent lower in 2011 than in 2010**



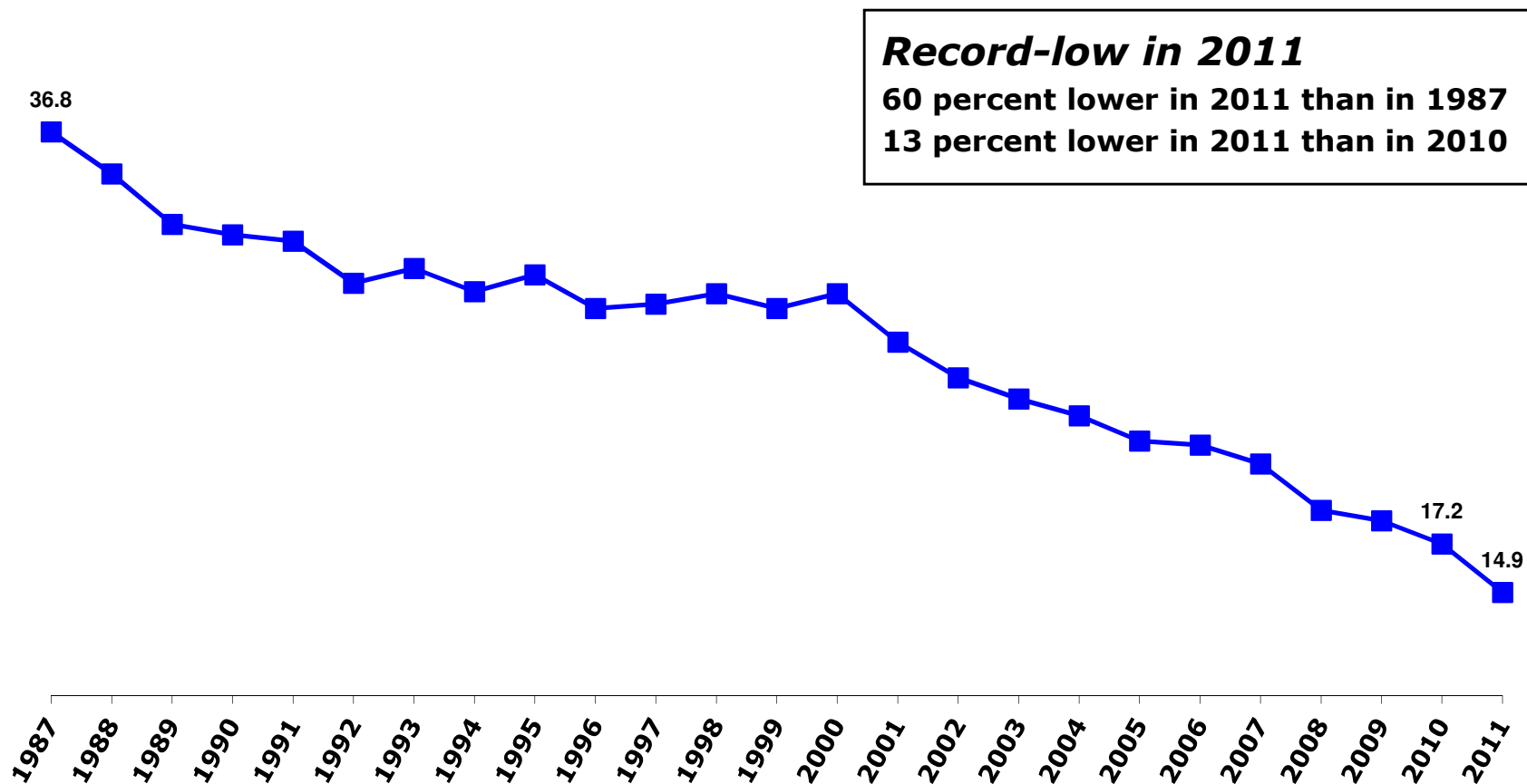
**Source:** The American Freshman Survey, sponsored by UCLA and conducted by the Higher Education Research Institute at UCLA's Graduate School of Education & Information Studies. The American Freshman: National Norms for Fall 2011 are based on the responses of 203,967 first-time, full-time students at 270 of the nation's baccalaureate colleges and universities. The data have been statistically adjusted to reflect the responses of the 1.5 million first-time, full-time students entering four year colleges and universities as freshmen in 2011. Since 1966, the first year the survey was conducted, more than 15 million incoming first-year students at 1,900 colleges and universities nationwide have participated. The CIRP Freshmen Survey is the largest and longest-running survey of American college students.

<http://heri.ucla.edu/PDFs/pubs/TFS/Norms/Monographs/TheAmericanFreshman2011.pdf>

Respondents self-reported whether they engaged in a list of activities (including "drank beer") **frequently, occasionally,** or not at all in the past year.

# The American Freshman Survey

## Percent Spending 6 or More Hours "Partying" in a Typical Week During the Last Year in High School



**Source:** The American Freshman Survey, sponsored by UCLA and conducted by the Higher Education Research Institute at UCLA's Graduate School of Education & Information Studies. The American Freshman: National Norms for Fall 2011 are based on the responses of 203,967 first-time, full-time students at 270 of the nation's baccalaureate colleges and universities. The data have been statistically adjusted to reflect the responses of the 1.5 million first-time, full-time students entering four year colleges and universities as freshmen in 2011. Since 1966, the first year the survey was conducted, more than 15 million incoming first-year students at 1,900 colleges and universities nationwide have participated. The CIRP Freshmen Survey is the largest and longest-running survey of American college students.

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Respondents self-reported whether they engaged in a list of activities (including "drank beer") **frequently, occasionally**, or not at all in the past year.

**Question:** During your last year in high school, how much time did you spend in a typical week doing the following activities...Partying? (None, Less than one hour, 1 to 2, 3 to 5, 6 to 10, 11 to 15, 16 to 20, Over 20). Please note that 1987 was the first year this question was asked.