



infogroup/ORC

Responsible College Sports Fan Study

Prepared for:



Prepared by

infogroup/ORC

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Methodology and Objectives

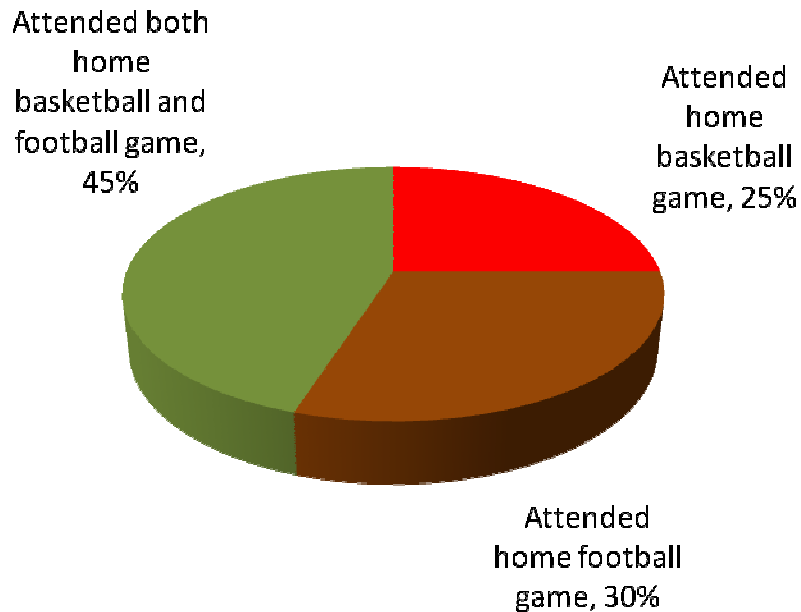
- **This study was fielded online from July 26-30, 2010.**
- **Respondents were U.S. college students, aged 21-29, who have attended a home basketball or football game in the past year. About 60% of the respondents were male and 70% of the respondents were 21-24 years of age.**
- **In total 1,004 respondents completed the survey.**
- **Objectives of this research include:**
 - Determine student attendance at college football and basketball games
 - Measure student attendance and behavior at tailgating or pre-game parties and post-game parties
 - Measure students' perception of their drinking behavior at the events and parties
 - Measure designated driver behaviors by U.S. college students



ATTENDING COLLEGE SPORTING EVENTS

Home Game Attendance in Past Year

75% of college students 21-29 report attending a football game and 71% went to a basketball game. Nearly half (45%) of college students 21-29 who attended at least one home game in the past year have attended a home basketball and football game.



Female college students aged 21-29 are more likely to have attended a football game rather than a basketball game (74% vs. 65%).

Female college students aged 21-29 are more likely than male college students aged 21-29 to have attended a football game only (35% vs. 26%).

Male college students aged 21-29 are more likely than female college students aged 21-29 to have attend both a home football and a basketball game (50% vs. 39%).

S5: Which of the following events have you attended in the past year? (Base=Total respondents, n=1,004)

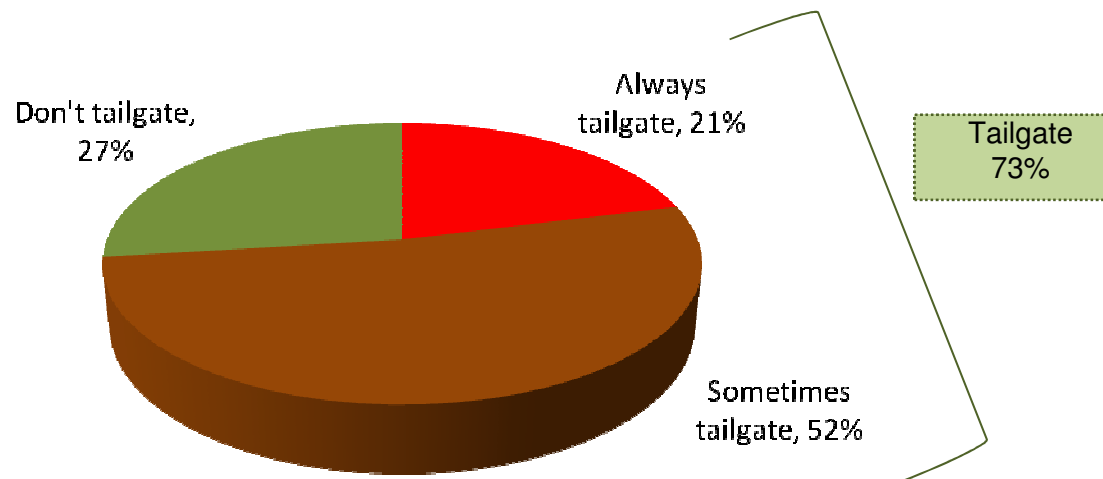
Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a sample of 1,000 US college students aged 21-29 who have attended a home basketball or football game in the past year. Interviewing for this survey was completed on July 26-30, 2010.



TAILGATING/PRE-GAME PARTY BEHAVIOR

Attend Tailgating or Other Pre-Game Party

Three-quarters (73%) of college students 21-29 who have attended at least one home game in the past year typically attend a tailgating or other pre-game party.



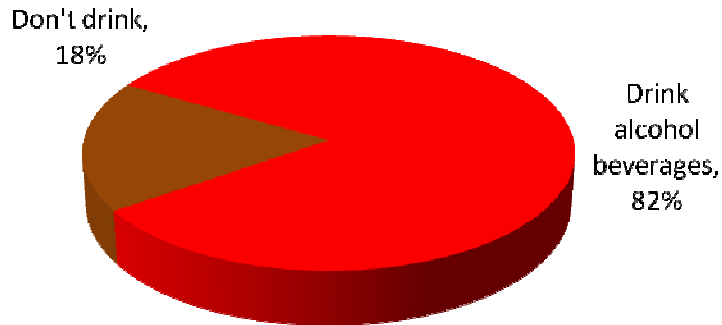
Q1: On a home game day, do you typically attend a tailgating or other pre-game party? (Base=Total respondents, n=1,000)

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Responsible Drinking at Tailgating or Other Pre-Game Party

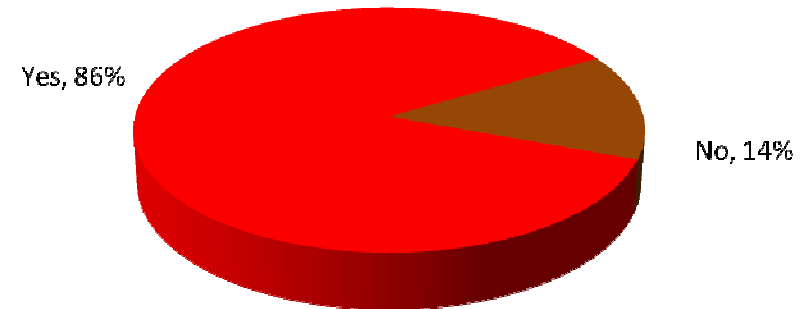
Most (82%) college students aged 21-29 who attend a tailgate or pre-game party do drink alcohol. Of college students aged 21-29 who drink at these events, nearly 9 out of 10 say they drink responsibly (86%).

Drink Alcohol at Tailgate or Pre-game Party



Drink Responsibly

(Among students 21+ who drink at pre-game parties)



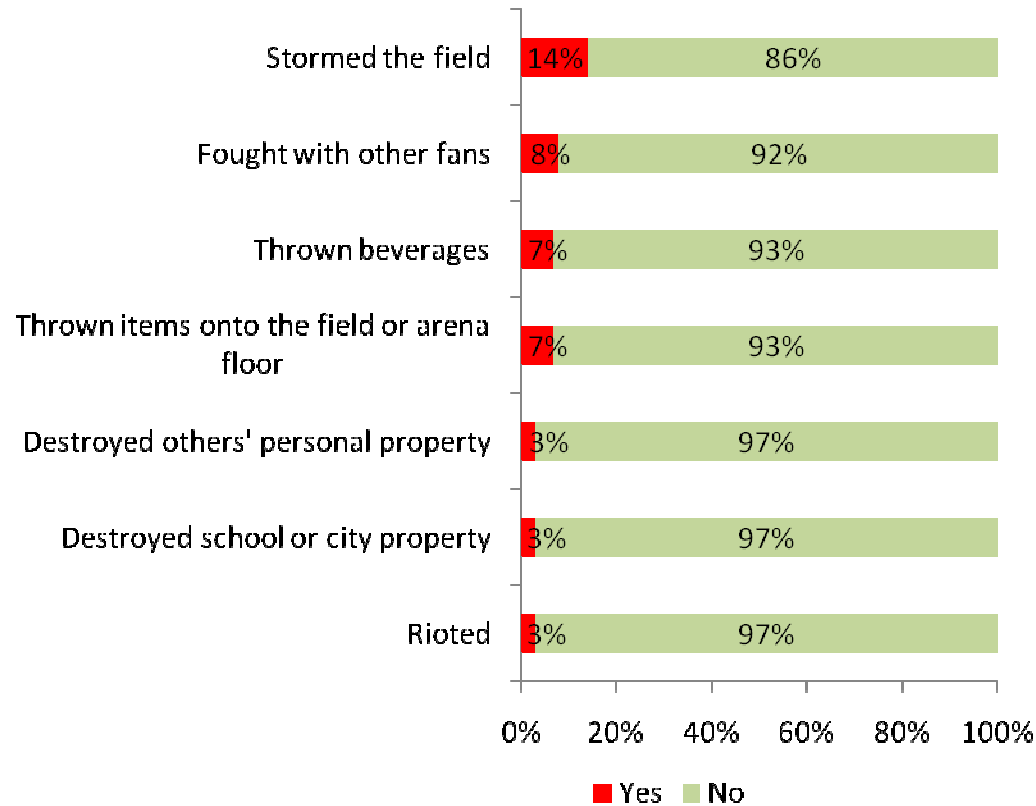
Q2: Do you typically drink alcohol beverages at tailgate or other pre-game parties you attend? (Base=Total respondents who attend a tailgating or other pre-game party, n=733) Q3 When you drink alcohol beverages at tailgating or pre-game parties, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages at tailgating or other pre-game parties, n=604)
Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a sample of 1,000 US college students aged 21-29 who have attended a home basketball or football game in the past year. Interviewing for this survey was completed on July 26-30, 2010.



GAME BEHAVIOR: SELF-REPORTED BEHAVIOR

Behavior During Games

Most college students aged 21-29 do not participate in disorderly or destructive behavior at home games they attend.



Q9: Next is a list of things some people have said occur at college sporting events. Are the following things something you've done at most games you have attended or not?
(Base=Total respondents, n=1,004)

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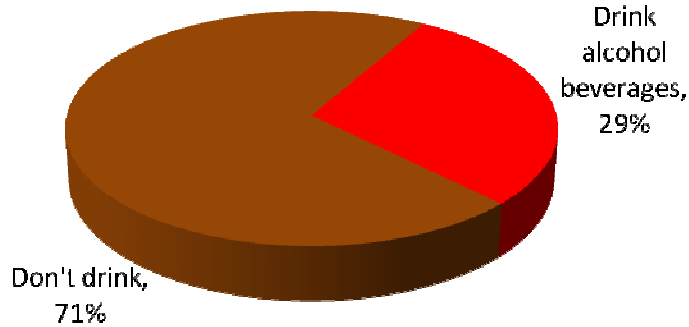


GAME BEHAVIOR

Drinking Alcohol Beverages at Stadium or Arena

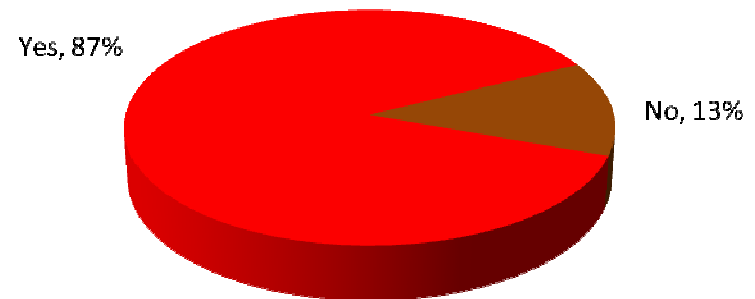
About three in ten (29%) college students aged 21-29 drink alcohol beverages in the stadium or arena during home games. Among those college students 21-29 who drink, the majority (87%) drink responsibly.

Drink Alcohol at Stadium or Arena



Drinking Responsibly

(Among students 21+ who drink at home games)



Q4: Do you typically drink alcohol beverages in the stadium or arena during home games you attend? (Base=Total respondents, n=1,004)

Q5: When you drink alcohol beverages at home games, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages in the stadium or arena during home games, n=289)

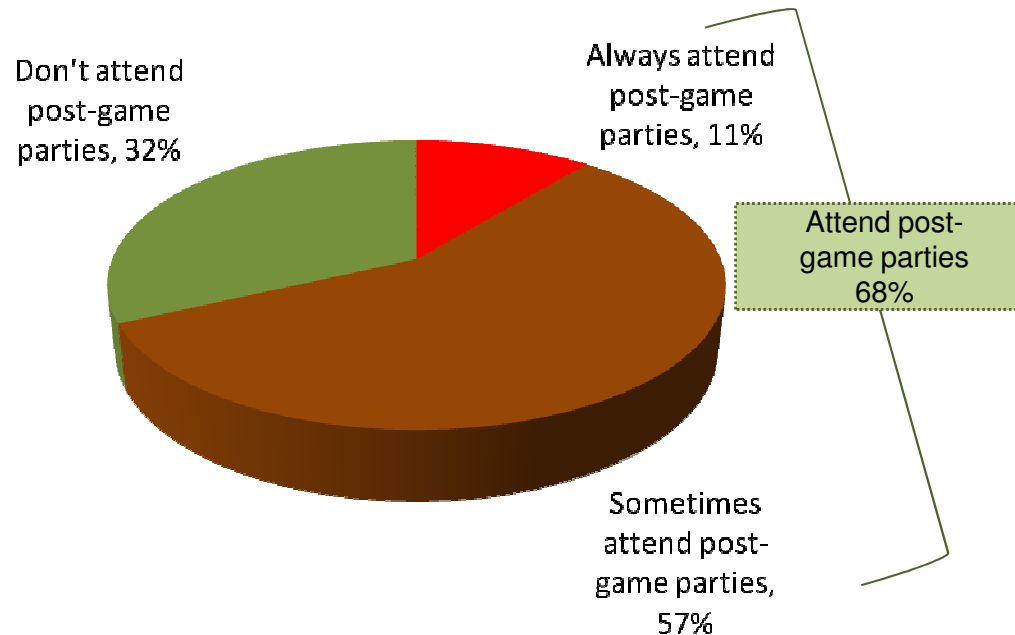
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POST-GAME PARTY BEHAVIOR

Attend Post-Game Parties

More than two-thirds (68%) of college students aged 21-29 typically attend a post-game party.



College students aged 21-29 who ever drink alcohol are more likely than those who do not to attend a post-game party (71% vs. 36%).

College students aged 21-29 in the Northeast are also most likely to attend a post-game party (76% vs. 66% in the West, 65% in the South, and 65% in the Midwest).

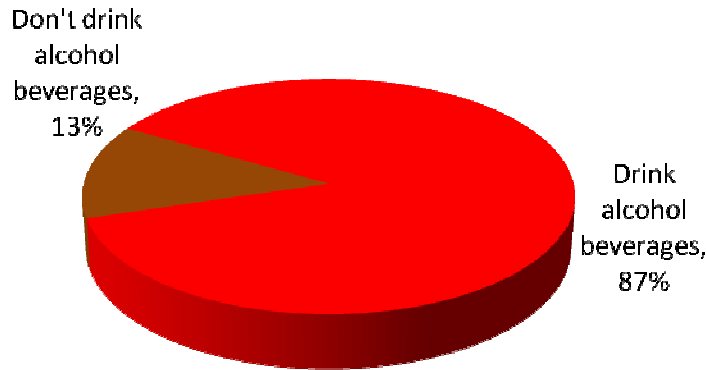
Q6: Do you typically attend a post-game party? (Base=Total respondents, n=1,004)

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Drink Alcohol Beverages at Post-game Parties

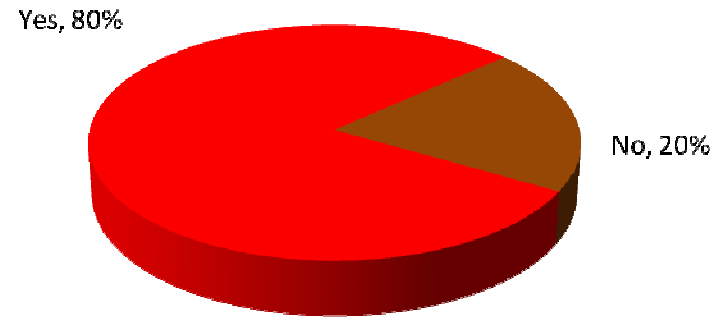
Nearly all (87%) of college students aged 21-29 who attend post-game parties drink alcohol beverages at them. Among those college students 21-29 who attend post-game parties and drink alcohol beverages, 80% drink responsibly.

Drink Alcohol at Post-game Parties



Drinking Responsibly

(Among students 21+ who drink at post-game parties)



Q7: Do you typically drink alcohol beverages during the post-game parties you attend? (Base=Total respondents who attend post-game parties, n=679)

Q8: When you drink alcohol beverages at post-game parties, do you drink responsibly and in moderation? (Base=Total respondents who drink alcohol beverages at post-game parties, n=591)

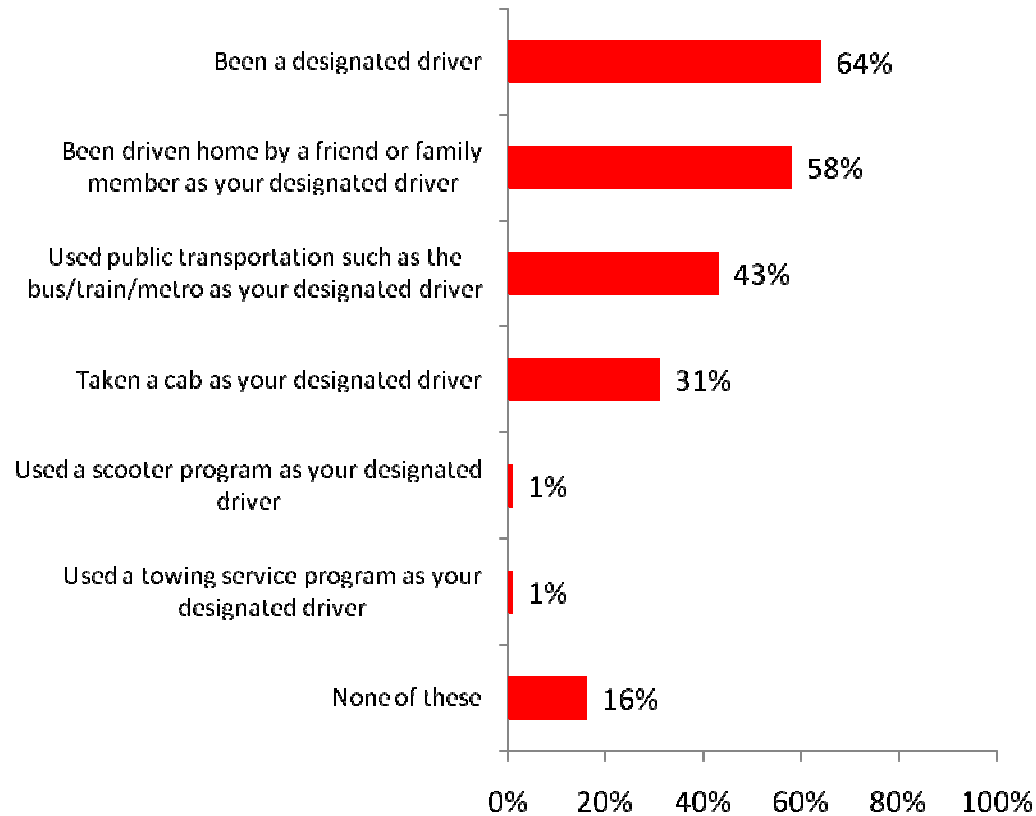
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DESIGNATED DRIVER BEHAVIOR

Designated Driver

Almost two-thirds of college students aged 21-29 who have attended a home game in the past year have been a designated driver. 58% have been driven home by a friend or family member as their designated driver.



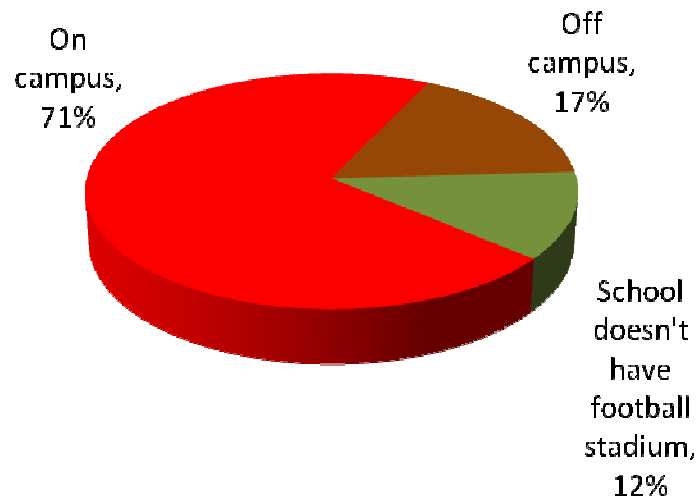
Q10: Thinking about home football/basketball games and related parties, have you ever done any of the following in an effort to prevent drunk driving? (Base=Total respondents, n=1,004)

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Drinking Alcohol Beverages at Football Stadium

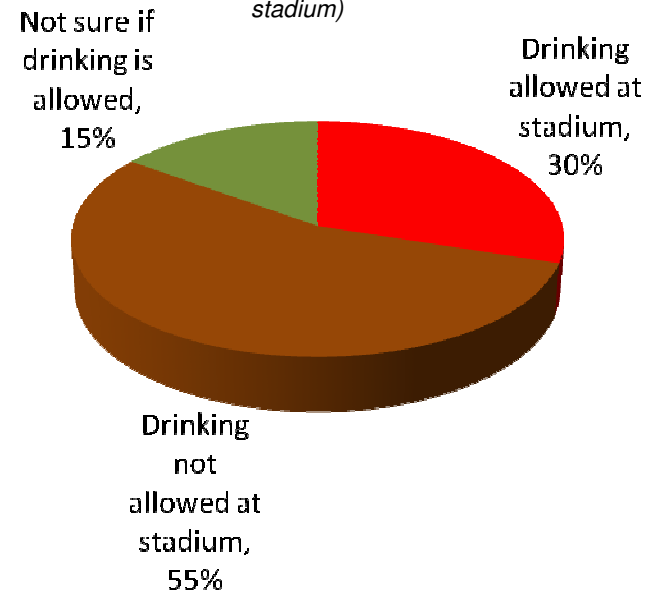
Seven out of ten schools have their football stadium on campus and a little over half of the schools with a stadium on campus don't allow the drinking of alcohol beverages.

Location of Football Stadium



Drinking Alcohol Beverages at Football Stadium

(Among college students at schools with a football stadium)



Q12: Is your school's football stadium on or off campus? (Base=Total respondents, n=1,004)

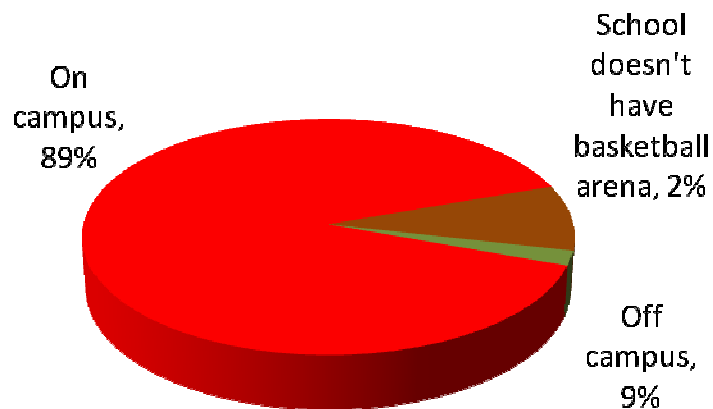
Q13: Is drinking alcohol beverages permitted at your school's football stadium? (Base=Total respondents whose school has a football stadium, n=879)

Source: Opinion Research Corporation ONLINE CARAVAN®, online omnibus survey. The online omnibus study was conducted among a sample of 1,000 US college students aged 21-29 who have attended a home basketball or football game in the past year. Interviewing for this survey was completed on July 26-30, 2010.

Drinking Alcohol Beverages at Basketball Arena

Nine out of ten schools have their basketball arena on campus and three in five with a basketball arena don't allow the drinking of alcohol beverages.

Location of Basketball Arena



Drinking Alcohol Beverages at Basketball Arena

(Among college students at schools with a basketball arena)



Q14: Is your school's basketball arena on or off campus? (Base=Total respondents, n=1,004)

Q15: Is drinking alcohol beverages permitted at your school's basketball arena? (Base=Total respondents whose school has a basketball arena, n=984)

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