



BEER INSTITUTE

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**UCLA Freshman Survey Announces Decrease
in Percentage of College Freshman Drinking Beer**
Trends continue to point to reduced numbers of underage drinking

WASHINGTON (January 27, 2011) – Yet another national survey shows continued declines in underage drinking. “The American Freshman: National Norms Fall 2010” report was released today and shows that beer drinking among college freshman declined 3 percent since the previous year and is 20 percent lower than it was in 2000. Administered by the Higher Education Research Institute (HERI) at the University of California, Los Angeles, this annual survey is the largest American study of higher education. It is completed annually of the nation’s students entering four-year colleges and universities.

“The Beer Institute is very encouraged by Freshman Survey data that shows college freshman beer drinking continues to decline, even though we believe there is always more to do,” said Beer Institute President Joe McClain. “The findings which show the percentage of college freshmen who drink beer is down 48 percent from its peak of 73.7 percent in 1982, come on the heels of a similar finding by the University of Michigan’s Monitoring the Future Study that 2010 marked the lowest level of alcohol consumption among 12th graders since the study’s inception in 1975.”

The 2010 data shows that the percentage of college freshmen who have consumed beer in the past year is down from 39.5 percent in 2009 to 38.4 percent in 2010. Most significantly, this means that a majority of college freshman, 62 percent do not drink beer. These numbers related to beer echo the findings of other recent studies which show underage consumption of all alcohol beverages on the decline. In addition to the Monitoring the Future Study findings, according to the Centers for Disease Control’s National Youth Risk Behavior Survey, high-school student drinking decreased by 16.4 percent between 1999 and 2009 – to a record-low level.

“This survey points to the fact that today’s youth are increasingly acting more responsible and making smarter choices about alcohol,” added McClain. “We think these trends speak to the effectiveness of the partnership among industry, government and others in combating underage drinking. While studies such as these demonstrate progress, we will continue our work of promoting the responsible and legal consumption of our products, and advocating measures that prevent access to alcohol by minors.”

As an industry, brewers, importers and distributors have spent more than \$800,000,000 since 1982 to support public safety, education and prevention campaigns, such as the federal government's "We Don't Serve Teens" program.

For more information on the beer industry's responsibility initiatives, visit www.beerinstitute.org.

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The Beer Institute, established in 1986, is the national trade association for the brewing industry, representing both large and small brewers, as well as importers and industry suppliers. The Institute is committed to the development of sound public policy and to the values of civic duty and personal responsibility: www.BeerInstitute.org.