

TABLE OF CONTENTS

	Page
EXECUTIVE SUMMARY	1-EX
INTRODUCTION	1
Context.....	1
Purpose of the Study	2
Study Methodology.....	2
Limitations	3
Description of the Sample.....	3
FINDINGS.....	5
Late Night Event Evaluations, 2001-2002.....	5
Late Night Assessment	6
Attendance at and Knowledge of Late Night Events.....	6
Event Quality	8
Late Night Programming and Alcohol Consumption	8
Students' Perceptions of Late Night Programming	10
APPENDICES	13
Event Co-Sponsors.....	13
Calendar of Events.....	14
Demographic Comparisons.....	15