

Late Night Programming at OSU

EXECUTIVE SUMMARY

Prepared for the Student Wellness Center by
The Office of Student Affairs Assessment

The primary purpose of this study was to examine the effectiveness of Late Night programming at The Ohio State University. The OSU Student Wellness Center initiated Late Night programming in the fall of 2000 as part of a comprehensive prevention plan to address alcohol use and abuse. Together with a variety of cosponsors, Late Night events receive a proportion of their funding through a grant process. In the 2002-2003 academic year, there were 54 events held with an attendance estimated at 40,145.

With the assistance of the OSU Center for Survey Research, a random sample of 1,100 undergraduates was surveyed by phone in the spring of 2003 to assess the impressions of Late Night programming. A total of 635 interviews were completed for a response rate of 58 percent and a 3.9% margin of error. Provided below are summary statements drawn from the data. For further detail, please consult the complete report.

Evidence suggests that, in 2003, students are more likely to be aware of Late Night Programming and, more importantly, are more likely to attend these events than they were in previous years.

- In 2003, almost 80% of students (compared to 72.2% in 2002 and 63.2% in 2001) had heard of Late Night events (see page 4).
- Including only the events pertaining to the particular school year, 25.2% (compared to 15.0% in 2002 and 17.2% in 2001) had attended at least one event (see page 4).

While some segments of the student population were more likely to attend than others, the events reached a wide-range of OSU students.

- Approximately 25% (25.2%) of students attended at least one event in 2002-03 (see page 4).
- A greater percentage of students under 21 years of age (33.2%) attended Late Night events than students 21 years and older (17.1%) (see page 6).
- On-campus students were much more likely to attend an event than off-campus students (44.7% compared to 15.7%) (see page 6).
- African American/Black (41.4%) and Asian/Pacific Islander (34.0%) students were more inclined to attend Late Night events than were Caucasian/White students (23.4%) (see page 6).
- Out of those students who attended at least one Late Night event in 2002-03, the average number of events attended was 3.1 (see page 6).

The vast majority of students who attended events rated them positively (see page 7).

- When asked about the overall quality of the events, 98.8% responded that the events were either “very good” or “good.”
- The food and drinks provided at the events received the lowest rating with 10.4% responding that the quality was “poor.” However, 89.6% still rated the food and drinks as either “very good” or “good.” (Not all events provided food and drinks.)
- Nearly 96% (95.6%) stated that the variety of events was either “very good” or “good.”

Evidence suggests that Late Night programming may reduce drinking on campus.

- Over a third (37.4%) of attendees stated that they drank less than they normally would have on those nights, and another 32.6% said they don’t drink (see page 9).
- Approximately 71% (71.3%) of attendees said that on the evening of a Late Night event they did not drink alcohol before the event, and 78.7% said they did not drink after the event (see page 8).
- Almost 86% (85.6%) of all students agreed that Late Night events contribute positively to the Ohio State environment and 89.9% agreed that Late Night programming is a good example of how you can have fun without alcohol (see page 10).
- Although Late Night events generally elicited positive comments, 21.5% of students commented that a negative stereotype is associated with them (see page 10).
- A majority of students who had heard of Late Night events (61.7%) stated that they thought Late Night programming results in less drinking among attendees (see page 10).

Late Night programming supports students who choose not to drink.

- The evidence suggests that low-risk drinkers attended Late Night events at a higher rate than high-risk drinkers – 28.5% and 21.0% respectively (see page 8).
- Among Late Night attendees and since last year, there was a 12.0 percentage point jump in students responding they don’t drink (20.6% in 2002 to 32.6% in 2003) (see page 9).