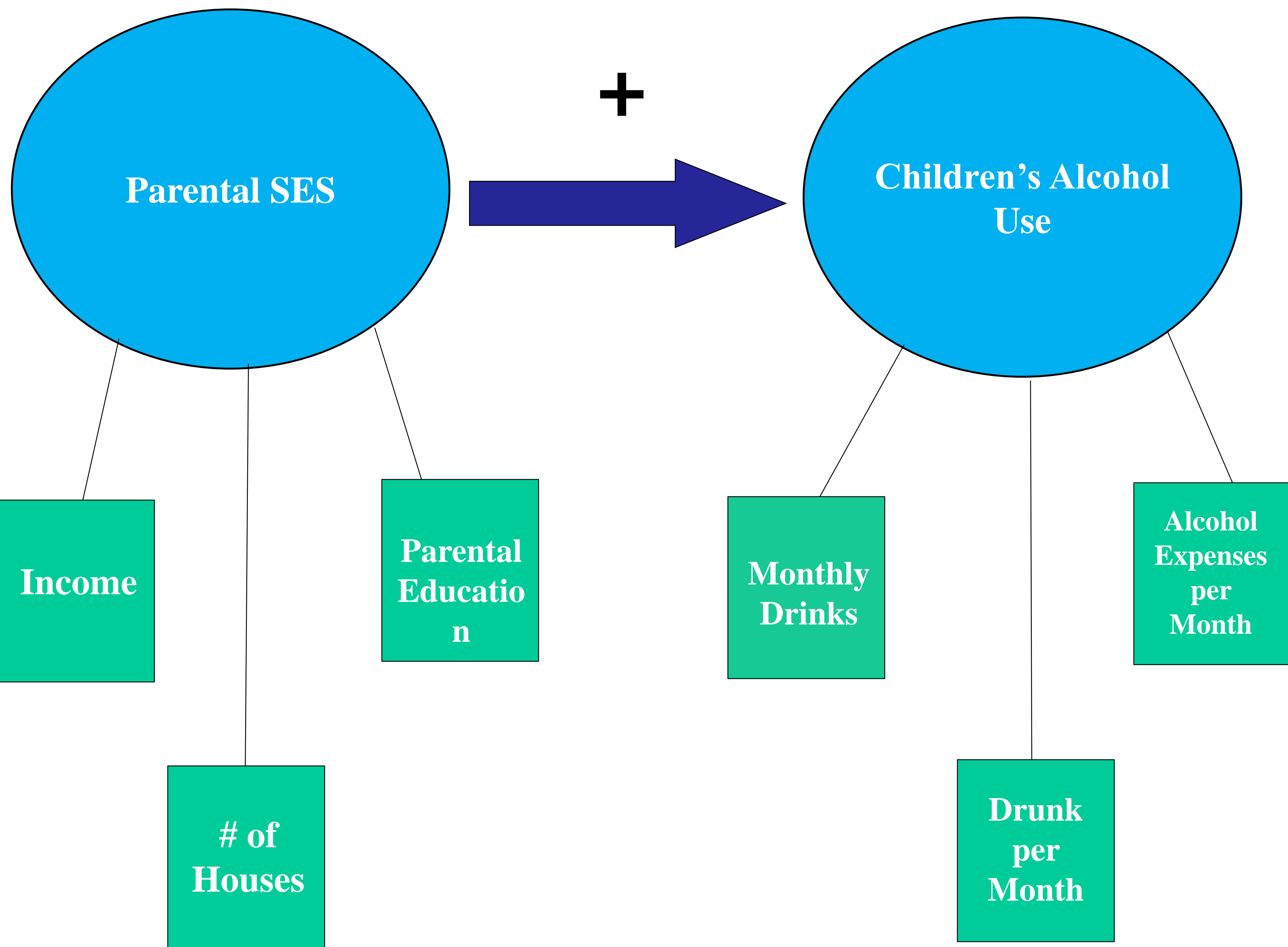


# DOLLARS AND DAIQUIRIS, BUCKS AND BOOZE: A Study of Parental SES and its Effects on Undergraduate Children’s Alcohol Use

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Hypothesis

As parental SES increases, college alcohol use also increases, making for a positive relationship.

Measures

- Parental SES was measured by parental income, parental education level, and number of residences owned per family.
- College alcohol use was measured by quantity and frequency of alcohol (wine, beer, liquor) use, proportion of time that drinking leads to drunkenness, alcohol use self categorization and amount of money spent on alcohol.

INDEPENDENT VARIABLE: Parental SES

DEPENDENT VARIABLE: Children’s alcohol use

CONTROLS: Age at first alcohol consumption, Religion, Gender, Race, Region of the country, College type

Methods

**POPULATION 1:** Furman University Undergraduate Students

**POPULATION 2:** Clemson University, Indiana University, Kent State, University of Kentucky, University of Missouri, University of North Carolina Chapel Hill, and Ohio State

**SAMPLE 1:** Randomly selected students via systematic sample of every 14<sup>th</sup> student box in the Furman University mail center (N=96).

**SAMPLE 2:** Convenience sample of students reached via initial friend contacts at the university (N=66).

**COLLECTION:** Selected students were invited to participate in study via email. Survey was sent via email and social media for population 2. Students answered a 23 question self-administered anonymous survey.

Conclusions

- Those children of mothers with 2+ years of higher education drink higher amounts of standard drinks per month, with those whose mothers have 2 and 4 year college degrees drinking the most.
- Of those surveyed, the students in the highest income bracket of \$211,000+ spent the most money on alcohol per month
  - Students whose parental income ranged from \$121,000 to \$150,000 were the second highest group in monthly alcohol expenditure, however the \$211,000+ group spends approx. 37% more money on alcohol per month
- Overall, trends indicate that a higher parental SES, measured by income, house ownership, and parental education, tends to lead to an increase in college student alcohol use, measured by monthly alcohol expenditure, drink consumption and drunkenness, supporting our hypothesis.

Results

