



# **Dollars and Daiquiris, Bucks and Booze: A Study of Parental SES and its Effects on Undergraduate Children's Alcohol Use**

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# Why This Study?

Of college students between the ages of 18 and 24:

1,825 die from alcohol-related unintentional injuries per year (Hingston et. al. 2009).

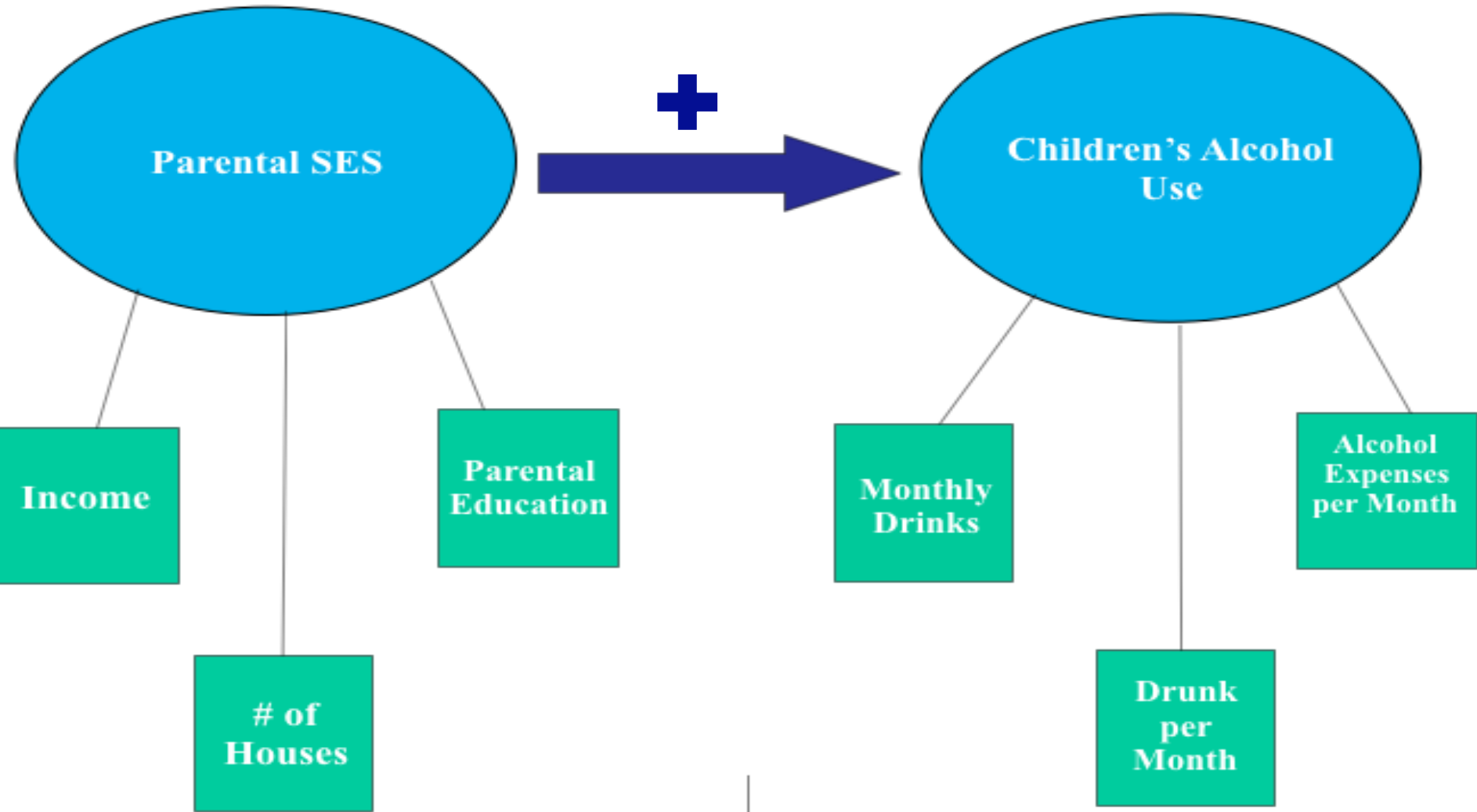
599,000 are unintentionally injured under the influence of alcohol (Hingston et. al. 2009).

696,000 are assaulted by another student who has been drinking (Hingston et. al. 2009).

400,000 had unprotected sex and more than 100,000 students report having been too intoxicated to know if they consented to having sex (Hingson et. al. 2002).

# Lit Review

- Much work on both Parental SES and College Drinking Behavior, but rarely combined
- College alcohol use research determinants: gender, ethnicity, fraternity and sorority membership, athletic status (Humara and Sherman, 1999; Wood, Read, Kahler, and Palfai, 2003; Meilman, Leichter, and Presley, 1999; Nelson and Wechsler, 2001; Wechsler, Davenport, Dowdall, Grossman, and Zanakos, 1997).
- **Social Bond Theory**
- **Path Analysis Model**



# Hypothesis

As parental socioeconomic status increases, undergraduate children's alcohol use also increases, making for a positive relationship



# Definition of Measures/ Controls

- **INDEPENDENT VARIABLE: Parental SES**
  - Measured by parental income, parental education level, and number of residences owned per family.
- **DEPENDENT VARIABLE: Children's alcohol use**
  - 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.
- **CONTROLS:**
  - Age at first alcohol consumption, Religion, Gender, Race, Region of the country, College type

# Sampling and Data Collection

**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).

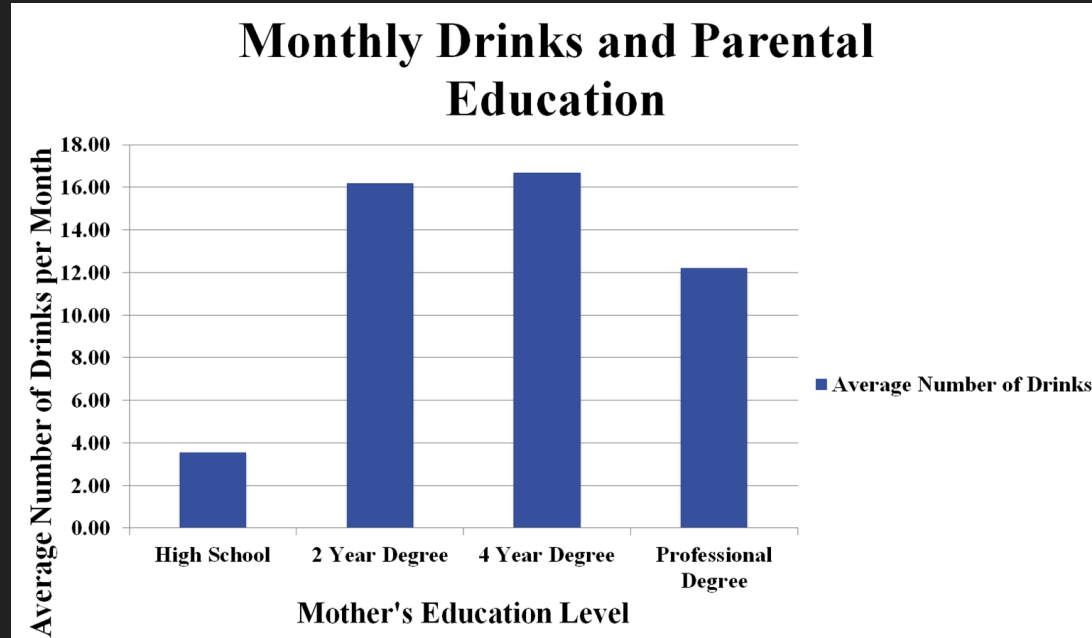
# Analytic Methodology

- Preliminary results based on:
  - Correlations
  - Descriptive Statistics
  - Bivariate Analysis (cross tabs)
  - Bivariate Regression
- Further work
  - Multiple Regression
  - Additional Cross Tabulations

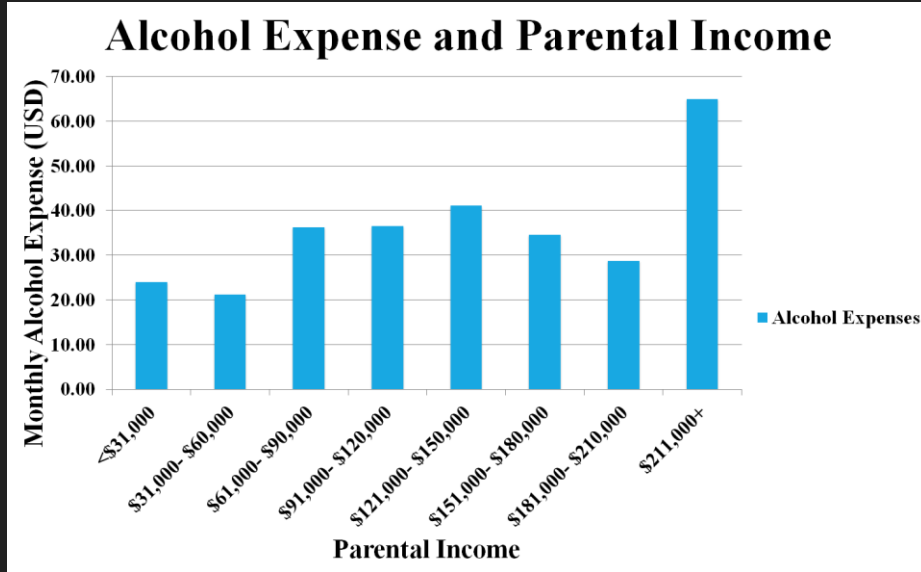


# Results

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.



# Results Cont...

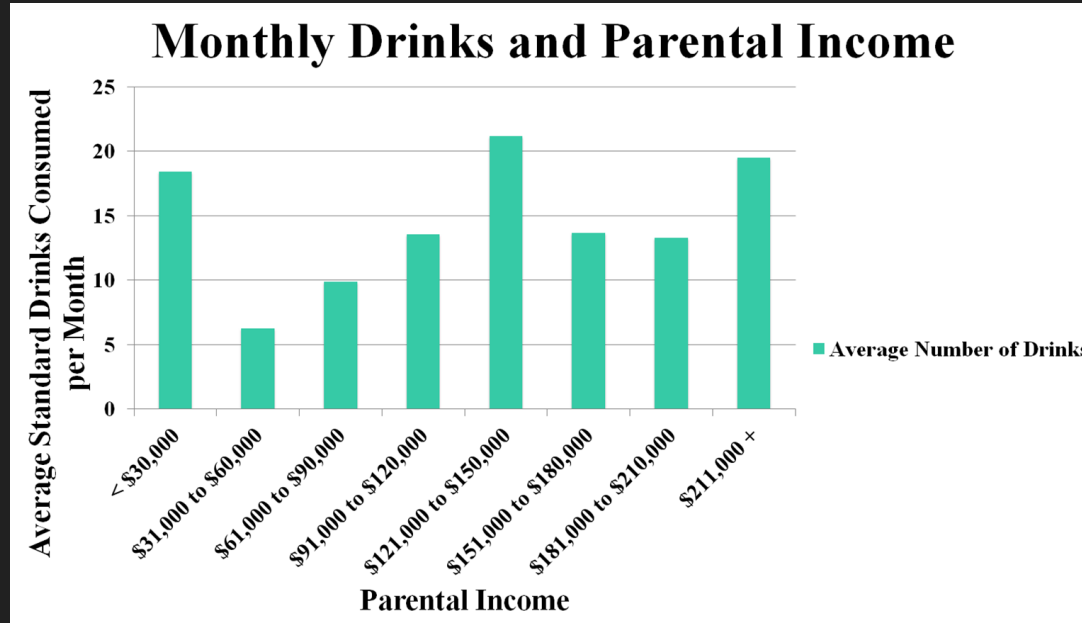


Of those surveyed, the students in the highest income bracket of \$211,000+ spent the most money on alcohol per month

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

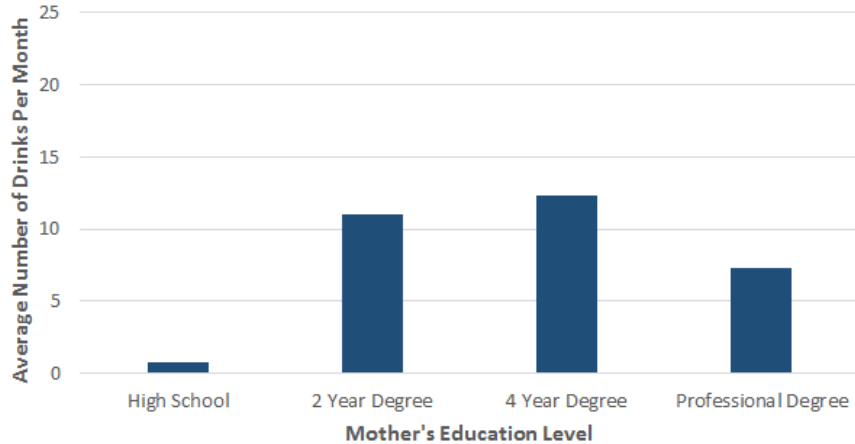
## Results Cont...

There is a positive correlation between average standard drinks consumed per month and parental income ( $r= 0.07$ ).

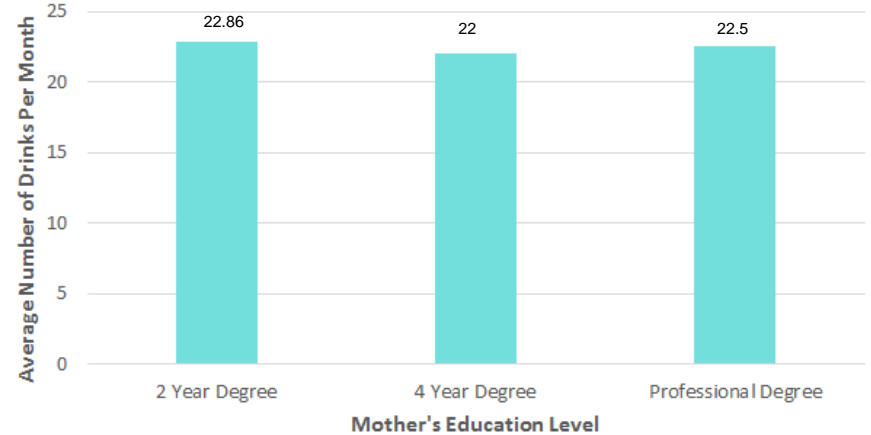


# Furman vs. Public Schools

## Monthly Drinks and Parental Education at Furman



## Monthly Drinks and Parental Education at Public Universities



# Interesting Findings

- Highest income bracket (\$211,000+) has the highest level of alcohol consumption before the age of 14
- 79% of respondents reported consuming alcohol before the age of 18
- The average number of times a student is drunk each month:
  - Furman-- 1.53 times/month
  - Public university--5.14 times/month

# Conclusions

Overall, trends indicate that a higher parental SES, measured by income, house ownership, and parental education, tends to lead to an increase in their college children's alcohol use, measured by monthly alcohol expenditure, drink consumption and drunkenness, supporting our hypothesis.



[http://greatergood.berkeley.edu/article/item/you\\_cant\\_buy\\_empathy](http://greatergood.berkeley.edu/article/item/you_cant_buy_empathy)



[http://www.bozemandailychronicle.com/news/montana\\_state\\_university](http://www.bozemandailychronicle.com/news/montana_state_university)

## Limitations

- Public school sampling and income disparities
- Unequal sample sizes

THANK YOU!!!!  
QUESTIONS?

