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FOR IMMEDIATE RELEASE:

ALCOHOL AWARENESS STUDY DONE AT THE
UNIVERSITY OF SOUTH FLORIDA

Students know the dangers of alcohol, but do they follow their own advice?

Tampa, FL (Nov. 21, 2005).—A formal research study was conducted at The University of South Florida by The Tampa Alcohol Coalition to determine the drinking behaviors of undergraduate students ages 18+. It's clear that students know the risks involved with drinking and driving, but are they taking those dangers to heart?

Almost half, 48%, of survey participants strongly agreed that getting a DUI was something that couldn't happen to them. Yet, 42% of those same participants knew someone that had gotten a DUI.

So is it that students believe in an invincibility factor that nothing will happen to them? Or is it that DUIs have become a norm? Students in focus groups believed it was both. The study uncovered a phenomenon known as LDD, or the least drunk driver. Students believed that picking the friend who "seems" the most suited to drive would prevent other friends from getting a DUI.

Still, many participants commented that their fellow students just don't realize what a major concern they are, that this could affect their lives as they get older. DUIs on your record could prevent job opportunities, not to mention the cost and heartache it causes parents and other family members.

Preventative measures need to be taken at the university level to prevent DUIs from becoming all too common, which to most students has no greater consequence than a speeding ticket. Students need to understand the consequences of a DUI before it happens to them

To get involved or to learn more about how to prevent hazardous behavior associated with drinking and driving log on to www.tampaalcoholcoalition.org