

ANALYSIS EXERCISE B-7: What's the Price of Alcohol on or near Your Campus?

WHAT is the price of alcohol in relationship to other beverages in your campus environment? Does the cost of alcoholic beverages play a factor in drinking decisions? Do certain environments use price strategies to promote consumption?

USE this exercise to determine the relative price of alcohol at outlets. Do retailers use price incentives for alcoholic beverages as part of their marketing and promotional activities? Establish a schedule for visiting selected types of outlets on or near campus and in neighborhoods where students live. Visit bars, taverns, restaurants, grocers, and liquor stores. Include in your schedule times of the year for special events, such as Homecoming, Spring Break, and Halloween. Note regular prices and specials and discounts for both alcoholic and non-alcoholic beverages. For outlets selling alcohol for consumption on-site, note the price for a glass of the cheapest beverage. For off-site outlets, note prices for twelve-packs of beer and six-packs of soda and four-packs of wine coolers.

DATE: _____ **SPECIAL EVENT/HOLIDAY?** _____

OFF-PREMISES OUTLET (LOCATION)	PRICE												CHEAPEST BEVERAGE
	BEER (NPB)		BEER (LAP)		SODA (NPB)		SODA (LAP)		WINE COOLERS (NPB)		WINE COOLERS (LAP)		Per unit per standard serving size
	12-pack	keg	12-pack	keg	6-pack	liter	6-pack	liter	4-pack	liter	4-pack	liter	
ON-PREMISES OUTLET (LOCATION)	PRICE							HOUSE WINE			MIXED DRINKS	Per unit per standard serving size	
	BEER		BEER		BEER		HOUSE WINE		HOUSE WINE		MIXED DRINKS		
	bottle	pitcher	pitcher	pitcher	pitcher	pitcher	per glass	per carafe	per glass	per carafe	bar brand		

LEGEND OFF-PREMISES consumed off premises (grocery stores, liquor stores, convenience stores)
ON-PREMISES consumed on premises (bars, restaurants, taverns)

CONTENT: LAP lowest available priced product (often store or generic brand)
NPB national premium brand

STANDARD SERVING SIZE:
12 oz. beer
5 oz. table win
8 oz. wine cooler

HOW TO USE THIS INFORMATION: Determine if price is used to promote alcohol on your campus or at off-campus outlets targeting students. Identify outlets using price promotions. Approach outlet owners or managers to ask them to moderate their promotional activity. Use information to generate campus discussion on the use of price discounts to promote drinking. Publicize the results of your survey on campus. Calculate the cheapest drink per ounce of beverage.