

Drink Specials and the Intoxication Levels of Patrons Exiting College Bars

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Objectives: To determine whether drink specials independently increase patrons' risk of achieving a high level of intoxication upon exiting drinking establishments. **Methods:** In a campus community, data were collected from exiting patrons (N=291) via sidewalk interviews and breath tests on 6 nights of 2 consecutive semesters. **Results:** A multivariate model revealed that taking advantage of a

drink special was associated with a fourfold increase in risk of achieving a BAC \geq 80 mg/dl. **Conclusions:** These findings are the first to document that the drink discounting practices of college bars can be linked to higher intoxication levels among exiting patrons.

Key words: college student alcohol use, BAC, drink special, drinking establishments

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