

EXAMPLES OF ATTENDANCE INCREASES  
(Following Implementation of Beer/Wine Sales)

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<u>INSTITUTION</u>		<u>AVG. ATTENDANCE BEFORE BEER SALES</u>	<u>AVG. ATTENDANCE AFTER BEER SALES</u>	<u>INCREASE</u>	<u>% Inc.</u>
SMU	Basketball	3,447 (2012)	5,633 (2015)	2,206	64%
SMU	Football	18,724 (2013)	21,043 (2015)	2,319	12%
Cincinnati	Football	29,138 (2012)	37,096 (2015)	7,958	27%
Bowling Green	Football	15,701 (2008)	19,608 (2015)	3,907	25%
Troy	Football	16,767 (2014)	19,399 (2015)	2,632	16%
Minnesota	Football	46,637 (2012)	52,355 (2015)	5,718	12%
Texas	Football	94,103 (2014)	100,524 (2015)	6,421	7%
Florida	Football	85,834 (2014)	90,065 (2015)	4,231	5%

NOTE (1): Source of data was "NCAA Attendance" on the NCAA.org website

NOTE (2): Louisiana Monroe reported that student attendance increased by 33% from 2013-15 after "in-stadium" beer sales was implemented.  
(Source: Beer and Ball on Campus? The Issue of In-Stadium Alcohol Sales - Contemporary Sports)

NOTE (3) It is acknowledged that other factors also impact attendance including success of teams, opponents being played, etc.



Related to the section above on fan experience, the availability of in-stadium alcohol sales (a legal product) sold to of-age students may be one-way to encourage greater student attendance. Louisiana – Monroe introduced in-stadium alcohol sales in 2013. As noted in Table Two, student attendance increased by over 1/3rd for the 3 years of data provided in the study (2). ULM Athletic Director Brian Wickstrom offered the following preliminary assessment, "It went really well. We actually had no complaints from fans. We didn't have any increase in arrests. We got a little bump in revenue from beer sales. But, it actually went off really, really well" (28). It is unknown if there a causal relationship between the introduction of alcohol sales and an increases in student attendance. About ½ of the total gain was in 2011-2012 (no alcohol sales) and the other ½ in 2012-2013 (alcohol sales). Prices were kept low (\$4 per cup) and availability was NOT limited to premium seats.

### **Crowd Management**

Providing alcohol in a controlled environment may help schools overcome the challenges of binge drinking, violence, and other alcohol-related issues. The police chief of West Virginia University, Bob Roberts, stated "In 2010 we made 117 game day arrests, while in 2011 (after the implementation of in-stadium beer sales) we made 79 arrests on game day, which is nearly a 35% decrease" (21). Similarly, the University of Minnesota reported fewer alcohol-related incidents when alcohol sales were allowed in stadium (29). The ability to buy a beer in the stadium may have the effect of discouraging binge drinking just before entering the stadium (6). The logic here is simple: facing a 3-hour game, some fans over-drink before entering the stadium in order to "keep their buzz" for the duration of the game. Ready access to alcohol for sale may discourage this practice.

Colorado Mesa University used to allow students to drink in an area just outside the baseball stadium. Here, they lamented that students could drink for all 9 innings and harass opposing players (assuming an escalating matter with continued alcohol consumption). The introduction of in-stadium alcohol sales encouraged greater fan attendance while concurrently given the institution greater control over who was purchasing and consuming alcohol (21).

Many institutions have strict alcohol policies such as the presence of a 'dry' campus. It is a bit naïve to assume alcohol consumption is not occurring in such cases. However, the institutions are not providers (or approving providers) of the banned substance for selected events (such as football games). Allowing for in-stadium sales allows a school to model good behavior while working to limit abuse of an already-legal product.