

National Social Norms Center
U CELEBRATE! Survey, 2018

UNIVERSITY OF KANSAS

Summary Report Tables

N = 853
Response Rate = 20.88%
Average Time to Complete Survey = 14.5 Minutes

June, 2018

Table 1. % Distribution of Demographic Characteristics of Weighted Sample

Demographic Characteristic	Total Respondents =	Unweighted		Weighted %	
		853	N*		Unweighted %
SEX	Male		291	34.9%	47.9%
	Female		533	63.8%	50.5%
	Other [A]		11	1.3%	1.6%
CLASS	Freshman		223	26.4%	26.7%
	Sophomore		191	22.6%	23.3%
	Junior		195	23.1%	22.7%
	Senior		236	27.9%	27.3%
AGE GROUP	18 Years Old		75	9.0%	9.7%
	19 Years Old		204	24.4%	24.2%
	20 Years Old		171	20.4%	19.7%
	21 Years Old		168	20.1%	20.7%
	22 Years or Older		219	26.2%	25.8%
RACE/ETHNICITY	White, non-Hispanic		621	72.8%	72.4%
	Afr. Am., non-Hispanic		20	2.3%	3.8%
	Hispanic		39	4.6%	4.2%
	Asian, Pacific Islander, non-Hispanic		46	5.4%	4.6%
	Native Am., non-Hispanic		1	.1%	0.0%
	Multi-Racial		68	8.0%	6.9%
	Not Reported		22	2.6%	2.5%
	International		36	4.2%	5.6%
RESIDENCE	On Campus		283	33.2%	34.1%
	Off Campus		570	66.8%	65.9%
MEMBERSHIP	Member Social Frat/Sor.		197	23.6%	21.3%
GRADE POINT AVERAGE	GPA 0-1.49		1	0.1%	0.1%
	GPA 1.5-2.49		34	4.1%	4.4%
	GPA 2.5-3.49		383	45.8%	47.9%
	GPA 3.5-4.0		418	50.0%	47.6%
DRINKER STATUS [B]	Heavy Drinker		163	19.1%	18.9%
	Moderate Drinker		330	38.7%	39.1%
	Light Drinker		124	14.5%	14.5%
	Rare Drinker		67	7.9%	7.1%
	Non-Drinker		169	19.8%	20.4%

* Because some respondents may have chosen or neglected to answer an individual question, the sum of respondents' answers to any one question may be less than the total number of survey respondents.

[A] "Other" (sex) = transgender or missing

[B] Drinker status is an indicator based on how often a respondent drinks, how much they drink, and how often they drink substantially. "Heavy Drinker" = drank 6 or more days in the past month AND drank 5 or more drinks three or more times in the past two weeks OR drank 5 (males) or 4 (females) or more drinks the last time they partied. "Rare Drinker" = has drunk alcohol before but not at all in the past month. "Light Drinker" = drinks 1-5 days per month, and typically less than 3 drinks, and did not drink 5 or more drinks in the past two weeks. "Moderate Drinker" = Drinks more often or greater quantity than Light Drinker or drank 5 or more drinks 1 or 2 times in the past two weeks.

**Table 2. Percentage Distribution of Respondents
Identifying Word/Phrase as Most Outstanding Feature of
the University**

Word/Phrase Listed	% of Respondents	Rank Order
Athletics	21.4%	1
Friendly	15.7%	2
Academics	15.2%	3
Diverse	14.9%	4
Fun	14.8%	5
Community Engagement	7.3%	6
Party School	6.8%	7
Rigorous	3.2%	8
Exclusive	0.7%	9

Table 3. % Distribution of Sense of Belongingness at University, Overall, by Demographic Characteristics

		How Much Have a Sense of Belonging at University					
		Not at All	A Little	Somewhat	Quite a Bit	Completely	
Overall		5.8%	12.0%	24.0%	35.8%	22.4%	
Sex							
	Male	6.6%	12.4%	24.6%	35.0%	21.3%	NS
	Female	5.3%	11.5%	23.2%	37.1%	23.0%	
Class							
	Freshman	3.6%	13.1%	19.5%	43.0%	20.8%	*
	Sophomore	7.2%	7.7%	27.3%	32.0%	25.8%	
	Junior	4.8%	10.2%	24.6%	35.8%	24.6%	
	Senior	7.5%	15.9%	25.2%	32.3%	19.0%	
Race/Ethnic							
	White, Non-Hisp., U.S.	6.1%	10.5%	22.3%	38.0%	23.2%	NS
	Other U.S. [A]	4.7%	18.0%	28.5%	29.7%	19.2%	
	International	6.4%	10.6%	29.8%	29.8%	23.4%	
Age							
	18	7.5%	17.5%	12.5%	38.8%	23.8%	*
	19	3.0%	9.0%	23.6%	41.7%	22.6%	
	20	6.1%	8.5%	23.2%	36.0%	26.2%	
	21	7.0%	5.8%	25.7%	37.4%	24.0%	
	22 or older	6.7%	20.5%	27.1%	28.1%	17.6%	
Greek							
	Frat/Sor Member	0.6%	3.4%	16.4%	42.9%	36.7%	*
	Not Member	7.2%	14.2%	26.0%	34.0%	18.6%	
Reside							
	On campus	4.5%	8.7%	20.2%	40.8%	25.8%	*
	Off campus	6.5%	13.7%	26.0%	33.2%	20.7%	

* p(Chi-square) < .05; NS=Not Significant

[A] 'Other U.S.' (Race/Ethnic) = U.S. domestic African American, non-Hispanic; Hispanic; Native American, non-Hispanic; Asian or Pacific Islander, non-Hispanic; multi-racial; or not reported

Table 4. % of Students Who Experienced Selected Events and Celebrated With Alcohol This Academic Year

Event this academic year	n	% of Respondents Who Experienced . . .			
		No	Yes, No Celebration	Yes, Celebration w/ family or friends but no Alcohol	Yes, Celebration included Alcohol
a. Passed a major exam(s)	836	8.4%	39.0%	23.2%	29.4%
b. Completed a major academic project(s)	830	23.7%	38.1%	21.3%	16.9%
c. Accepted into an academic program	814	55.9%	21.5%	15.2%	7.4%
d. Awarded scholarship	814	47.2%	29.6%	16.5%	6.8%
e. Participated in study abroad	807	89.5%	5.0%	1.7%	3.8%
f. Athletic event or an athletic victory	822	45.0%	10.9%	10.3%	33.7%
g. 21st birthday celebration (your own or someone else)	813	51.0%	3.9%	5.3%	39.7%

Table 5a. Drinking Frequency, Quantity, Frequent Intense Drinking, Drinking Last Time Partied/Socialized: Overall and Among Key Demographic Groups

Questions About Drinking	Overall	SEX			CLASS				AGE GROUP		MEMBERSHIP [A]	
		Males	Females		Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek
Days Drank in Past 30 Days												
Never Drank	15.4%	16.8%	14.1%	NS	29.5%	15.5%	10.6%	5.7% *	22.1%	7.6% *	5.1%	18.3% *
Former Drinker (Not academic year)	5.1%	4.8%	5.7%		4.5%	9.3%	4.2%	3.1%	6.3%	3.7%	4.6%	5.2%
Drink but not in past month	7.2%	5.6%	8.4%		8.0%	7.7%	4.8%	7.5%	7.4%	7.0%	4.0%	8.0%
Drank 1-2 times in past month	18.0%	15.8%	21.1%		15.2%	24.2%	16.4%	17.1%	19.0%	17.5%	9.7%	20.6%
Drank 3-5 times in past month	23.3%	23.7%	21.8%		22.3%	18.6%	25.4%	27.2%	22.1%	25.1%	28.6%	21.9%
Drank 6-9 times in past month	17.6%	16.8%	18.4%		13.4%	14.9%	22.8%	19.3%	14.4%	20.6%	25.1%	15.3%
Drank 10-30 times in past month	13.4%	16.3%	10.5%		7.1%	9.8%	15.9%	20.2%	8.6%	18.5%	22.9%	10.6%
Number Drinks Typically Drank When Drinking in Past 30 Days (Drinkers Only)												
Mean number drinks	3.92	4.34	3.49	**	4.38	3.99	3.75	3.68 NS	4.14	3.71 **	4.28	3.79 **
1-2 drinks	31.7%	28.1%	35.6%	*	20.5%	33.1%	30.8%	39.1% *	24.5%	38.2% *	21.1%	35.5% *
3-4 drinks	33.7%	30.4%	38.0%		34.6%	25.2%	38.4%	35.3%	33.9%	33.9%	34.7%	33.6%
5-7 drinks	26.4%	27.8%	22.7%		37.0%	30.7%	23.3%	19.0%	33.2%	19.6%	36.7%	22.2%
8 or more drinks	8.2%	13.7%	3.7%		7.9%	11.0%	7.5%	6.5%	8.4%	8.3%	7.5%	8.6%
Times Drank 5+ Drinks in Past Two Weeks (drinkers only)												
None	45.4%	41.5%	49.3%	*	38.5%	47.3%	44.7%	49.0% NS	42.1%	48.9% NS	30.7%	50.7% *
Once	23.2%	20.6%	25.3%		27.7%	23.3%	24.0%	19.3%	27.3%	19.5%	26.0%	22.7%
Twice	13.7%	16.7%	11.7%		20.0%	12.4%	12.7%	11.5%	15.1%	12.5%	16.0%	12.7%
Three Times	7.3%	7.1%	7.3%		8.5%	6.2%	6.0%	8.3%	6.8%	8.0%	9.3%	6.8%
Four Times	3.2%	2.5%	3.0%		0.8%	3.9%	2.0%	5.2%	2.5%	3.2%	7.3%	1.1%
Five or More Times	7.2%	11.7%	3.3%		4.6%	7.0%	10.7%	6.8%	6.1%	8.0%	10.7%	5.9%
Mean Number Times Drank 5+ in Past Two Weeks												
All Students (Non-Drinkers + Drinkers)	1.0	1.3	0.8	**	0.8	0.9	1.2	1.2 **	0.9	1.2 **	1.7	0.8 **
Drinkers	1.3	1.6	1.0	**	1.2	1.2	1.5	1.4 NS	1.2	1.4 NS	1.9	1.1 **

* p(Chi-square) < .05; ** p(F) <.05); NS = Not Significant

[A] Membership: Greek=Member of a social fraternity or sorority; Non-Greek=Not a member of a social fraternity or sorority

Table 5b. Drinking Frequency, Quantity, Frequent Intense Drinking, Drinking Last Time Partied/Socialized -- Continued

	Overall	SEX		CLASS				AGE GROUP		MEMBERSHIP [A]					
		Males	Females	Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek				
Last Time Partied/Socialized (All Students)															
Drank 0-5 Drinks	78.1%	71.6%	83.9%	*	82.5%	81.8%	72.5%	75.0%	NS	81.8%	73.6%	*	71.1%	80.1%	*
Drank 6-7	9.5%	10.7%	8.2%		7.6%	6.8%	11.6%	12.3%		7.3%	12.3%		11.6%	8.8%	
Drank 8+	12.4%	17.6%	7.9%		9.9%	11.5%	15.9%	12.7%		10.9%	14.1%		17.3%	11.1%	
<i>Or</i>															
Drank 0-4 Drinks	67.1%	61.6%	72.8%	*	71.6%	73.3%	63.8%	60.5%	*	71.5%	62.5%	*	57.2%	70.1%	*
Drank 5-7	20.5%	20.7%	19.2%		18.5%	15.2%	20.2%	26.8%		17.5%	23.4%		25.4%	18.8%	
Drank 8+	12.4%	17.6%	7.9%		9.9%	11.5%	16.0%	12.7%		10.9%	14.2%		17.3%	11.1%	
<i>Or</i>															
Drank 0-3 Drinks	57.0%	53.2%	61.4%	*	64.0%	60.4%	56.4%	47.8%	*	61.4%	52.6%	*	42.5%	61.3%	*
Drank 4-7	30.6%	29.2%	30.6%		26.1%	28.1%	27.7%	39.5%		27.6%	33.2%		40.2%	27.6%	
Drank 8+	12.4%	17.6%	8.0%		9.9%	11.5%	16.0%	12.7%		11.0%	14.1%		17.2%	11.1%	
Mean # Drinks Among															
All Students	3.49	3.99	3.02	**	2.89	2.99	3.96	4.12	**	3.03	4.01	**	4.49	3.22	**
Drinkers Only	4.40	5.10	3.77	**	4.39	3.97	4.63	4.53	NS	4.25	4.52	NS	4.98	4.21	**
Mean BAC*** Among															
All Students	.045	.042	.049	NS	.040	.042	.051	.048	NS	.043	.048	NS	.062	.041	**
Drinkers Only	.058	.055	.061	NS	.062	.057	.060	.053	NS	.061	.054	NS	.069	.054	**
Mean Perceived Number Drinks															
Typical Student Drank Last Time Partied, Among . . .															
All Students	4.57	4.83	4.31	*	4.26	4.35	4.77	4.89	*	4.44	4.68	NS	4.73	4.51	NS
Drinkers Only	4.86	5.19	4.55	*	4.81	4.70	4.95	4.95	NS	4.81	4.87	NS	4.81	4.86	NS
0-5 Drinks (all students)	74.2%	66.8%	82.0%	*	78.2%	76.5%	73.5%	68.4%	NS	77.4%	72.0%	NS	73.9%	75.0%	NS
0-4 Drinks (all students)	54.2%	49.0%	59.3%	*	58.0%	57.4%	52.9%	49.1%	NS	55.7%	53.5%	NS	47.5%	56.8%	*
8+ Drinks (all students)	10.5%	14.2%	6.5%		7.6%	9.2%	10.1%	14.9%		8.8%	12.0%		9.0%	10.5%	

* p(Chi-square) < .05; ** p(F) <.05); NS = Not Significant ;

*** BAC is the estimated blood alcohol concentration based on volume of alcohol consumed per hour for a male or female of various weights

[A] Membership: Greek=Member of a social fraternity or sorority; Non-Greek=Not a member of a social fraternity or sorority

Table 6a. Respondents' Perceptions of Other Students' Use of Protective Behaviors, Drinking-Related Attitudes and Self-Reported Use of Protective Behaviors and Drinking-Related Attitudes, by Demographics and Drinker Status

Protective Behavior	Mean % of Students Respondents Believe ...	Actual % of Drinkers Who Report They ...		Actual % of Drinkers Who Report They Always or Most of the Time ...																
				SEX		CLASS				AGE GROUP		MEMBERSHIP		DRINKER STATUS [A]						
				Most of the Time	Always	Male	Female	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non-Greek	Heavy Drinker	Moderate Drinker	Light Drinker	Rare Drinker	Non-Drinker
1. Avoid drinking or partying with mostly people they don't know.	45.6%	28.7%	30.0%	46.6%	69.5% *	51.0%	57.2%	57.8%	65.9% *	54.4%	62.5% NS	48.7%	61.8% *	50.0%	53.4%	77.5%	74.6%	NA	*	
2. Arrange for a designated driver/Uber/Lyft if they needed transportation home.	72.9%	20.3%	62.2%	76.6%	88.3% *	87.8%	73.8%	84.9%	83.2% *	84.2%	80.8% NS	88.6%	80.7% NS	82.3%	81.8%	87.4%	78.0%	NA	NS	
3. Eat before or while drinking.	62.7%	38.6%	44.6%	82.5%	84.1% *	84.4%	76.0%	87.5%	84.1% NS	81.4%	84.1% NS	85.0%	82.2% NS	84.2%	81.8%	83.6%	85.0%	NA	*	
4. Set a limit ahead of time as to the number of drinks they will have.	33.8%	15.8%	13.9%	25.4%	34.1% NS	36.7%	28.1%	24.5%	29.5% NS	32.4%	27.9% NS	24.5%	31.8% *	11.9%	25.3%	56.2%	46.6%	NA	*	
5. Cut themselves off before they have too much to drink.	47.6%	37.1%	32.7%	67.6%	72.4% NS	67.3%	70.1%	64.8%	74.2% NS	69.1%	70.0% NS	70.9%	69.7% *	59.5%	66.2%	89.3%	77.6%	NA	*	
6. Drank only 1 kind of alcohol	38.5%	34.1%	11.0%	43.9%	46.6% NS	43.2%	41.2%	41.0%	52.4% NS	42.7%	47.9% NS	50.9%	43.6% NS	40.6%	37.9%	62.0%	62.7%	NA	*	
7. Consume four or fewer drinks when they party.	45.8%	28.5%	20.0%	40.3%	56.4% *	44.0%	45.2%	49.4%	53.6% NS	46.3%	51.2% NS	40.9%	50.9% *	14.5%	46.6%	85.1%	75.4%	NA	*	
8. Keep track of how many drinks they have to make sure they do not drink too much.	42.3%	29.7%	27.3%	50.6%	63.3% *	57.1%	58.2%	55.6%	57.1% NS	57.6%	56.8% NS	47.5%	60.2% *	36.5%	54.0%	82.8%	76.3%	NA	*	
9. Stay with the same group of friends the entire time they are drinking.	64.4%	34.2%	54.2%	86.0%	92.2% *	91.9%	86.3%	87.0%	89.0% NS	90.9%	85.9% NS	89.2%	88.5% *	84.3%	89.2%	92.6%	86.7%	NA	*	
10. Watch out for friends to make sure they stay safe.	72.0%	28.9%	60.4%	85.3%	93.4% *	91.3%	87.1%	86.3%	91.8% NS	89.9%	88.8% NS	88.6%	89.1% NS	89.9%	88.0%	91.7%	90.0%	NA	NS	
11. Maintain a pace of one drink per hour (or less) when drinking	29.6%	18.5%	13.1%	31.2%	33.4% *	28.9%	27.2%	33.3%	36.1% NS	27.2%	36.7% *	26.3%	34.1% *	12.6%	24.8%	64.5%	52.5%	NA	*	
12. Make arrangements to get home safely.	69.6%	16.4%	75.7%	89.5%	94.6% *	91.3%	91.8%	88.3%	95.7% *	91.7%	92.6% *	91.9%	92.3% NS	93.0%	91.0%	95.1%	91.4%	NA	NS	
13. Alternate non-alcoholic (water, etc.) with alcoholic beverages.	33.9%	22.1%	12.5%	34.1%	35.2% *	29.5%	34.7%	34.0%	38.6% NS	30.5%	38.3% NS	28.3%	36.6% *	17.0%	33.2%	51.6%	53.3%	NA	*	
14. Participate in a drinking game	NA	21.6%	7.7%	39.0%	20.4% *	27.2%	24.5%	29.8%	33.5% NS	25.4%	32.5% NS	33.5%	27.8% *	44.7%	28.4%	17.9%	16.7%	NA	*	
Number of Protective Behaviors Always Used																				
Mean #		4.68		4.01	5.35 **	4.70	4.59	4.32	5.02 NS	4.67	4.75 NS	4.08	4.92 **	3.12	4.04	7.51	6.61			**
% Used None		8.5%		11.6%	4.2% *	5.3%	10.1%	11.6%	7.6% NS	6.6%	9.1% NS	6.9%	8.0% *	6.9%	12.8%	0.8%	3.3%			*
% Used 1-4		47.1%		51.3%	44.3%	49.3%	46.6%	48.2%	44.8%	48.7%	46.2%	56.0%	44.8%	74.2%	47.1%	20.5%	29.5%			
% Used 5-8		31.0%		27.4%	34.1%	32.7%	31.1%	29.3%	31.0%	31.8%	30.3%	30.2%	31.3%	18.2%	32.8%	41.0%	34.4%			
% Used 9-13		13.4%		9.7%	17.4%	12.7%	12.2%	11.0%	16.7%	12.9%	14.4%	6.9%	15.9%	0.6%	7.3%	37.7%	32.8%			

* p(Chi-square)<.05; ** p(F)<.05; NS = Not Significant

[A] Drinker status is an indicator based on how often a respondent drinks, how much they drink, and how often they drink substantially. "Heavy Drinker" = drank 6 or more days in the past month AND drank 5 or more drinks three or more times in the past two weeks OR drank 5 (males) or 4 (females) or more drinks the last time they partied. "Rare Drinker" = has drunk alcohol before but not at all in the past month. "Light Drinker" = drinks 1-5 days per month, and typically less than 3 drinks, and did not drink 5 or more drinks in the past two weeks.

"Moderate Drinker" = Drinks more often or greater quantity than Light Drinker or drank 5 or more drinks 1 or 2 times in the past two weeks.

Table 6b. Respondents' Perceptions of Other Students' Use of Protective Behaviors, Drinking-Related Attitudes and Self-Reported Use of Protective Behaviors and Drinking-Related Attitudes -- Continued

Approve of	Mean % of Students Respondents Believe Approve of . . .	Actual % of All Respondents Who Approve of . . .	Actual % of All Respondents Who Approve of . . .														
			SEX		CLASS				AGE GROUP		MEMBERSHIP		DRINKER STATUS [A]				
			Male	Female	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non-Greek	Heavy Drinker	Moderate Drinker	Light Drinker	Rare Drinker	Non-Drinker
1. Drinking more during celebration events than usual	70.8%	71.2%	71.2%	70.9% NS	69.2%	66.8%	75.4%	74.0% NS	69.1%	73.4% NS	83.5%	67.5% *	91.8%	86.1%	64.8%	60.0%	32.6% *
2. Drinking to the point of passing out	33.3%	6.9%	9.7%	3.8% *	6.7%	7.2%	8.5%	5.2% NS	6.1%	7.6% NS	6.3%	6.8% NS	13.2%	8.0%	2.5%	1.7%	3.5% *
3. Getting into fights/arguments due to drinking	28.1%	3.7%	6.3%	1.4% *	6.2%	1.5%	4.8%	2.2% *	3.6%	3.7% NS	4.0%	3.7% NS	3.1%	5.8%	0.0%	1.7%	3.5% *
4. Bragging/telling stories about getting drunk	57.7%	34.4%	39.5%	29.3% *	29.7%	35.6%	33.9%	38.4% NS	32.4%	36.6% NS	40.3%	32.5% NS	53.5%	43.1%	22.1%	23.7%	12.4% *
5. Pressuring someone to drink more than they want to drink	32.7%	4.2%	7.2%	1.7% *	2.7%	3.1%	6.9%	4.8% NS	2.7%	6.0% *	4.5%	4.0% NS	10.1%	4.7%	1.6%	1.7%	0.6% *
6. Getting wasted	57.1%	38.8%	42.6%	34.1% *	34.7%	35.2%	41.5%	43.7% NS	35.3%	42.6% *	46.0%	36.4% *	73.0%	49.2%	20.5%	21.7%	6.4% *
7. Cutting off a friend before they have too much to drink	57.0%	94.7%	93.9%	95.7% NS	94.2%	94.4%	95.2%	95.2% NS	95.3%	94.0% NS	98.3%	93.7% *	96.2%	96.6%	96.7%	96.6%	88.4% *
8. Getting medical help for a friend who had too much to drink	64.6%	94.0%	92.1%	95.2% NS	92.4%	91.3%	95.7%	96.1% NS	93.9%	94.2% NS	96.6%	93.0% NS	96.2%	92.9%	99.2%	100.0%	88.3% *
9. Participating in drinking games	72.1%	78.4%	79.1%	77.7% NS	69.3%	78.8%	83.5%	82.9% *	75.1%	81.7% *	89.2%	75.2% *	97.5%	94.5%	76.0%	66.1%	35.5% *

* p(Chi-square)<.05; ** p(F)<.05; NS = Not Significant

[A] Drinker status is an indicator based on how often a respondent drinks, how much they drink, and how often they drink substantially. "Heavy Drinker" = drank 6 or more days in the past month AND drank 5 or more drinks three or more times in the past two weeks OR drank 5 (males) or 4 (females) or more drinks the last time they partied. "Rare Drinker" = has drunk alcohol before but not at all in the past month. "Light Drinker" = drinks 1-5 days per month, and typically less than 3 drinks, and did not drink 5 or more drinks in the past two weeks.

"Moderate Drinker" = Drinks more often or greater quantity than Light Drinker or drank 5 or more drinks 1 or 2 times in the past two weeks.

Table 7a. Respondents' Beliefs About and Actual Self-Reported Drinking and Use of Protective Behaviors During Celebration Events (Especially Halloween and Spring Break)

Variable	Mean % Believed Did (All Students)	Overall % Who Actually Did		% Who Actually Did													
				SEX		CLASS				AGE GROUP			MEMBERSHIP				
		All Undergrads	Drinkers Only	Male	Female	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non-Greek				
Drank during fall orientation, new student orientation, Welcome Week or weekend before Fall classes started? (All)	56.9%	27.8%	34.9%	39.0%	31.3%	*	37.6%	33.1%	30.5%	37.6%	NS	36.6%	32.6%	NS	46.5%	31.0%	*
Got drunk	--	17.8%	22.4%	24.8%	19.8%	NS	25.5%	23.6%	20.1%	21.1%	NS	24.9%	19.9%	NS	32.3%	18.9%	*
Drank at a Halloween party or celebration? (All)	72.4%	47.7%	60.0%	55.3%	66.0%	*	63.1%	50.0%	64.4%	61.7%	*	60.4%	59.8%	NS	77.4%	54.9%	*
Got drunk	--	34.7%	43.5%	42.6%	46.4%	NS	55.0%	37.8%	40.2%	42.1%	*	47.5%	40.8%	NS	60.4%	38.8%	*
Drank at a Greek Fraternity or Sorority event? (All)	70.5%	26.8%	33.7%	26.5%	42.1%	*	49.7%	28.4%	34.8%	25.4%	*	41.3%	27.4%	*	78.0%	19.9%	*
Got drunk	--	20.3%	25.5%	20.0%	31.7%	*	38.9%	24.3%	25.6%	16.3%	*	33.6%	18.5%	*	62.3%	13.9%	*
Drank on New Year's Eve? (All)	75.4%	53.6%	67.3%	68.0%	67.5%	NS	59.1%	62.2%	71.3%	73.3%	*	61.6%	73.0%	*	74.8%	65.8%	*
Got drunk	--	34.3%	43.1%	45.5%	42.4%	NS	45.6%	41.9%	43.3%	41.9%	NS	45.1%	42.2%	NS	56.0%	39.8%	*
Drank on St. Patrick's Day? (All)	69.8%	32.4%	40.7%	45.3%	36.4%	*	40.3%	33.1%	43.6%	44.0%	NS	35.8%	45.2%	*	49.7%	37.8%	*
Got Drunk	--	20.3%	25.5%	30.6%	21.9%	*	28.2%	24.3%	24.4%	25.4%	NS	24.0%	27.1%	NS	33.5%	23.1%	*
Drank during Spring Break? (All)	76.1%	53.0%	66.5%	69.7%	64.5%	NS	61.7%	55.4%	74.8%	71.0%	*	62.1%	70.6%	*	77.4%	63.5%	*
Got Drunk	--	33.1%	41.6%	47.4%	37.3%	*	45.6%	39.2%	41.5%	40.5%	NS	44.3%	39.7%	NS	51.6%	39.0%	*
Drank before, during or after watching NCAA basketball tournament games? (All)	72.8%	46.6%	58.4%	59.7%	59.0%	NS	51.0%	52.7%	65.2%	62.2%	*	54.6%	61.9%	NS	77.4%	52.7%	*
Got Drunk	--	27.9%	35.1%	35.5%	35.5%	NS	34.2%	35.1%	37.8%	34.0%	NS	35.8%	34.4%	NS	54.7%	28.9%	*
Drank at a tailgate or before or after a home football game? (KU)	64.3%	36.3%	45.7%	44.8%	47.6%	NS	51.0%	41.9%	45.1%	45.2%	NS	47.3%	44.3%	NS	78.0%	35.6%	*
Got Drunk	--	23.3%	29.2%	29.0%	30.7%	NS	35.6%	26.8%	29.3%	26.3%	NS	32.1%	26.8%	NS	59.5%	19.7%	*
Drank during Stop Day Eve and/or Stop Day? (KU)	69.4%	41.0%	51.4%	48.4%	55.4%	NS	56.4%	50.0%	48.2%	51.7%	NS	58.2%	44.3%	*	73.6%	44.2%	*
Got Drunk	--	29.2%	36.7%	35.5%	38.5%	NS	43.0%	36.5%	34.1%	34.0%	NS	42.6%	31.1%	*	57.2%	30.0%	*
Drank during Homecoming? (KU)	60.3%	16.3%	20.4%	19.4%	22.2%	NS	20.8%	15.5%	17.7%	25.8%	NS	19.5%	21.4%	NS	40.9%	14.1%	*
Got Drunk	--	10.1%	12.7%	11.9%	14.0%	NS	12.8%	11.5%	9.8%	15.2%	NS	13.6%	12.0%	NS	28.3%	7.8%	*

Table 7b. Respondents' Beliefs About and Actual Self-Reported Drinking and Use of Protective Behaviors During Celebration Events -- Continued

	Overall % Who Actually Did		% Who Actually Did											
			SEX		CLASS				AGE GROUP		MEMBERSHIP			
	All Undergrads	Among Those Who Drank	Male	Female	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non-Greek		
HALLOWEEN (Day Drank the Most)														
Drank 1-3	NA	26.8%	23.5%	28.1% *	29.5%	23.3%	28.3%	25.3%	NS	25.4%	28.1%	NS	20.5%	29.9% NS
Drank 1-4	NA	44.4%	36.7%	49.6% *	47.5%	48.8%	47.5%	37.3%	NS	48.2%	40.5%	NS	37.8%	47.2% NS
Drank 1-5	NA	62.6%	50.5%	70.4% *	67.2%	67.4%	63.3%	55.4%	NS	67.5%	57.0%	NS	53.4%	65.9% NS
Drank 8+ drinks	NA	17.2%	26.8%	10.4%	9.8%	18.6%	16.7%	23.0%		13.2%	21.5%		20.5%	16.5%
Mean Number Drinks	NA	5.36	5.98	4.94 **	4.98	5.32	5.38	5.69	NS	5.18	5.56	NS	5.84	5.15 NS
Mean eBAC [A]		.079	.068	.087 **	.083	.090	.078	.069	NS	.087	.071	NS	.087	.075 NS
SPRING BREAK (Day Drank the Most)														
Drank 1-3	NA	39.1%	25.0%	54.4% **	28.6%	37.3%	50.7%	37.9%	NS	35.7%	43.2%	NS	35.8%	40.9% NS
Drank 1-4	NA	53.4%	41.2%	68.1% **	40.0%	45.8%	67.6%	55.8%	NS	48.8%	58.9%	NS	50.7%	55.3% NS
Drank 1-5	NA	67.1%	58.1%	77.8% **	57.1%	58.3%	76.1%	71.3%	NS	62.0%	73.3%	NS	68.7%	67.8% NS
Drank 8+ drinks	NA	16.8%	25.7%	7.4%	19.6%	23.3%	11.3%	14.9%		18.6%	14.4%		13.4%	17.3%
Mean Number Drinks	NA	4.90	5.90	3.88 **	5.75	5.18	4.39	4.63	NS	5.26	4.55	NS	4.79	4.91 NS
Mean eBAC [A]	NA	.059	.060	.058 NS	.075	.063	.053	.052	NS	.067	.052	**	.058	.059 NS

* p(Chi-square)<.05; ** p(F)<.05; NS = Not Significant

[A] eBAC = estimated blood alcohol concentration: Based on the number of drinks consumed over a period of time given the individual weight and sex.

Table 7c. Respondents' Beliefs About and Actual Self-Reported Drinking and Use of Protective Behaviors During Celebration Events -- Continued

Protective Behaviors Used During the Event	Overall % Who Did (Among Those Who Drank)	% Who Did Among Those Who Drank Who . . .									
		SEX		CLASS				AGE GROUP		MEMBERSHIP	
		Male	Female	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non- Greek
HALLOWEEN											
Avoided drinking or partying with mostly people you did not know.	61.1%	53.6%	66.2% NS	51.7%	68.2%	70.0%	56.9% NS	60.5%	61.3% NS	62.5%	60.6% NS
Arranged for a designated driver/Uber/Lyft.	84.6%	76.0%	91.7% *	82.5%	88.4%	81.7%	87.5% NS	85.0%	84.9% NS	94.4%	80.1% *
Ate before or while you were drinking.	93.1%	93.8%	92.5% NS	87.9%	97.7%	93.3%	94.4% NS	92.9%	93.3% NS	97.2%	91.3% NS
Set a limit ahead of time as to the number of drinks you would have.	31.8%	29.9%	33.8% NS	44.8%	32.6%	23.3%	29.2% NS	38.1%	26.1% *	29.2%	32.5% NS
Cut yourself off before you had too much to drink.	67.0%	63.9%	69.2% NS	69.0%	62.8%	66.7%	68.1% NS	64.6%	68.9% NS	70.8%	65.2% NS
Drank only one kind of alcohol while drinking.	34.8%	35.4%	34.6% NS	36.2%	37.2%	35.0%	33.3% NS	36.3%	33.6% NS	41.7%	31.9% NS
Consumed four or fewer drinks.	40.3%	28.1%	49.6% *	39.7%	43.2%	45.0%	36.1% NS	42.5%	38.7% NS	38.4%	41.6% NS
Kept track of how many drinks you had to make sure you did not drink too much.	51.5%	51.1%	52.6% NS	50.9%	53.5%	46.7%	54.2% NS	50.9%	52.1% NS	41.1%	56.1% *
Stayed with the same group of friends the entire time you were drinking.	82.9%	77.3%	86.5% NS	82.8%	88.4%	83.3%	80.6% NS	86.7%	80.7% NS	87.5%	80.7% NS
Watched out for friends to make sure they stayed safe.	90.5%	86.3%	94.7% *	89.7%	90.7%	91.7%	90.1% NS	93.8%	87.3% NS	97.2%	87.5% *
Maintained a pace of one drink per hour (or less) when you were drinking.	30.9%	29.2%	31.6% NS	31.0%	29.5%	33.3%	30.6% NS	30.1%	31.9% NS	26.4%	33.1% NS
Made arrangements to get home safely.	92.2%	90.6%	93.2% NS	91.4%	93.0%	90.0%	95.8% NS	92.0%	91.6% NS	94.4%	91.2% NS
Alternated non-alcoholic (water, etc.) with alcoholic beverages.	41.0%	51.5%	33.1% *	50.0%	32.6%	41.7%	38.9% NS	40.7%	40.3% NS	41.7%	40.6% NS
Did not participate in a dinking game.	39.5%	28.1%	47.0% *	50.0%	51.2%	34.4%	28.2% *	47.8%	30.5% *	33.3%	41.9% NS
Number of Protective Behaviors Used											
Mean #	8.20	7.85	8.63 **	8.17	8.65	8.34	7.84 NS	8.54	8.04 NS	8.42	8.20 NS
% Used None	2.5%	1.0%	2.2% *	3.3%	0.0%	0.0%	5.3% NS	0.9%	2.5% NS	1.4%	1.8% NS
% Used 1-4	6.7%	11.3%	3.0%	6.7%	7.0%	5.0%	6.6%	5.3%	8.2%	5.5%	7.4%
% Used 5-8	45.2%	48.5%	43.0%	41.7%	44.2%	51.7%	44.7%	43.9%	46.7%	46.6%	45.4%
% Used 9-13	45.6%	39.2%	51.9%	48.3%	48.8%	43.3%	43.4%	50.0%	42.6%	46.6%	45.4%

SPRING BREAK (During Day Drank the Most)											
Avoided drinking or partying with mostly people you did not know.	77.2%	73.1%	81.5% NS	77.8%	79.3%	75.4%	76.6% NS	74.0%	80.8% NS	69.7%	79.8% NS
Arranged for a designated driver/Uber/Lyft.	81.9%	78.5%	84.4% NS	89.1%	87.9%	76.8%	77.7% NS	85.0%	78.8% NS	87.9%	79.3% NS
Ate before or while you were drinking.	90.9%	85.1%	96.3% *	87.3%	89.7%	94.2%	91.5% NS	89.0%	92.5% NS	98.5%	88.4% *
Set a limit ahead of time as to the number of drinks you would have.	39.5%	33.3%	45.9% *	41.8%	37.3%	42.0%	37.6% NS	39.1%	39.7% NS	40.9%	38.9% *
Cut yourself off before you had too much to drink.	67.8%	59.3%	77.8% *	72.7%	66.1%	62.3%	69.1% NS	68.5%	67.6% NS	72.7%	66.3% NS
Drank only one kind of alcohol while drinking.	54.0%	48.5%	59.3% NS	57.4%	54.2%	59.4%	47.9% NS	56.7%	52.1% NS	40.9%	58.5% *
Consumed four or fewer drinks.	52.6%	38.1%	68.4% *	49.1%	49.2%	62.3%	50.0% NS	50.0%	54.8% NS	53.8%	52.2% NS
Kept track of how many drinks you had to make sure you did not drink too much.	58.0%	50.7%	65.9% *	63.0%	59.3%	52.2%	59.1% NS	59.8%	56.6% NS	58.5%	58.0% NS
Stayed with the same group of friends the entire time you were drinking.	92.0%	89.6%	94.8% NS	94.5%	98.3%	91.3%	87.2% NS	95.3%	89.7% NS	92.4%	91.8% NS
Watched out for friends to make sure they stayed safe.	93.8%	92.6%	94.7% NS	98.1%	96.6%	91.3%	91.3% NS	93.0%	93.8% NS	92.3%	94.1% NS
Maintained a pace of one drink per hour (or less) when you were drinking.	47.8%	38.8%	57.8% *	46.3%	39.7%	52.2%	50.0% NS	41.7%	53.4% NS	47.7%	47.8% NS
Made arrangements to get home safely.	91.3%	88.1%	94.8% *	92.7%	100.0%	87.0%	88.3% *	93.0%	89.7% NS	92.3%	91.3% NS
Alternated non-alcoholic (water, etc.) with alcoholic beverages.	52.9%	46.6%	59.3% *	54.5%	55.2%	53.6%	50.5% NS	52.0%	53.8% NS	57.6%	51.5% NS
Did not participate in a dinking game.	51.4%	44.0%	57.8% *	43.6%	42.4%	60.9%	54.8% NS	46.5%	56.2% NS	43.9%	54.1% NS
Number of Protective Behaviors Used											
Mean #	9.35	8.57	10.31 **	9.53	9.51	9.31	9.19 NS	9.26	9.56 NS	9.27	9.47 NS
% Used None	1.8%	1.5%	0.7% *	1.8%	0.0%	2.8%	2.1% NS	1.6%	0.7% NS	1.5%	1.0% NS
% Used 1-4	3.9%	5.2%	2.9%	5.5%	1.7%	1.4%	6.3%	4.7%	4.1%	3.0%	4.3%
% Used 5-8	31.4%	40.7%	21.3%	23.6%	39.7%	31.0%	31.6%	31.8%	30.8%	34.8%	30.3%
% Used 9-13	62.9%	52.6%	75.0%	69.1%	58.6%	64.8%	60.0%	62.0%	64.4%	60.6%	64.4%

* p(Chi-square)<.05; ** p(F)<.05; NS = Not Significant

[A] eBAC = estimated blood alcohol concentration: Based on the number of drinks consumed over a period of time given the individual weight and sex.

Table 8. Perceived Approval of Peers and Actual Approval of Respondents for Getting Medical Help for Friend Who Drank Too Much, Likelihood of Calling 9-1-1

	Overall %	SEX		CLASS				AGE GROUP		MEMBERSHIP	
		Males	Females	Fresh.	Soph.	Jr.	Sr.	18-20 Years	21+ Years	Greek	Non- Greek
What percentage of students approve of getting medical help for a friend who has drunk too much alcohol											
Mean Percentage Believed to Approve	64.6%	63.8%	65.6% NS	65.8%	66.4%	57.4%	68.6% **	66.6%	63.3% NS	66.1%	64.4% NS
Personally approve of getting medical help for a friend who has drunk too much alcohol											
% of Respondents Approve	94.0%	92.1%	95.2% NS	92.4%	91.3%	95.7%	96.1% NS	93.9%	94.2% NS	96.6%	93.0% NS
<hr/>											
How likely you are you to call 9-1-1 for a friend who has passed out from drinking?											
% Extremely Likely	41.8%	36.8%	47.3% *	50.4%	32.5%	43.9%	39.6% NS	44.3%	39.4% NS	42.4%	41.8% NS
% Somewhat Likely	37.9%	36.0%	39.1%	34.4%	44.2%	34.9%	38.3%	38.7%	36.6%	42.9%	36.3%
% Neither Likely Nor Unlikely	10.5%	15.0%	6.2%	9.4%	12.2%	10.1%	10.4%	9.3%	12.3%	6.8%	11.7%
% Somewhat Unlikely	7.6%	9.6%	6.0%	4.9%	8.1%	7.4%	10.0%	6.3%	8.9%	6.2%	8.0%
% Extremely Unlikley	2.1%	2.5%	1.4%	0.9%	3.0%	3.7%	1.7%	1.4%	2.9%	1.7%	2.2%
IF UNLIKELY: Reason (n =	82	48	30	13	21	21	26	35	45	13	66
Fear of legal consequences	35.6%	26.9%	46.0%	25.0%	55.3%	25.2%	33.5%	45.8%	27.5%	42.6%	33.3%
Fear of consequences from the University	27.6%	26.3%	26.0%	16.6%	38.2%	21.8%	29.2%	37.5%	16.6%	16.0%	28.0%
Fear of parental consequences	20.5%	17.8%	24.3%	5.7%	18.7%	29.4%	22.3%	25.9%	15.4%	23.5%	18.3%
Concern about what others might think	13.6%	14.4%	13.9%	13.0%	11.5%	14.1%	15.3%	15.5%	12.8%	18.6%	13.2%
Concern about medical costs	49.7%	41.8%	61.2%	24.4%	39.7%	61.9%	61.0%	44.6%	51.4%	62.3%	45.0%
Concern about how the friend who has passed out will react later	37.0%	31.1%	47.7%	11.4%	39.2%	31.0%	52.9%	32.5%	40.2%	61.7%	32.2%
Not sure the situation is an emergency	75.4%	73.3%	80.7%	59.0%	73.4%	68.6%	90.8%	69.6%	78.8%	89.4%	72.7%
Other (please specify)	1.7%	3.0%	0.0%	0.0%	0.0%	6.8%	0.0%	0.0%	3.2%	0.0%	2.2%

* p(Chi-square)<.05; ** p(F)<.05; NS = Not Significant

Table 9. Percentage of Students, Students Who Drink Who Experienced Harmful Outcomes as Result of Drinking This Academic Year, Overall, by Demographic Groups and Drinker Status [A]

Type of Harm Experienced as Result of Drinking (Asked of Drinkers Only)	% of All Students	% of Drinkers Only	Percent of Drinkers Who Experienced This Academic Year																			
			SEX		CLASS				AGE GROUP		MEMBERSHIP		DRINKER STATUS [A]									
			Males	Females	Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek	Heavy Drinker	Moderate Drinker	Light Drinker	Rare Drinker						
a. Got into legal trouble.	1.8%	2.3%	2.0%	1.8%	NS	5.4%	1.4%	0.6%	1.9%	*	2.5%	1.8%	NS	1.3%	2.2%	NS	2.5%	2.8%	0.0%	1.7%	NS	
b. Got into trouble with your college/university.	1.8%	2.3%	2.0%	2.1%	NS	6.1%	2.0%	0.6%	1.0%	*	2.9%	1.5%	NS	1.3%	2.2%	NS	2.5%	2.8%	0.0%	1.7%	NS	
c. Physically injured another person.	1.7%	2.1%	2.6%	1.2%	NS	2.0%	4.1%	0.6%	1.9%	NS	2.6%	1.8%	NS	3.2%	1.4%	NS	1.9%	3.1%	0.0%	1.7%	NS	
d. Did something that you later regretted.	27.0%	34.0%	30.8%	36.5%	NS	39.6%	33.6%	32.3%	31.3%	NS	36.8%	31.5%	NS	44.7%	30.3%	*	56.0%	36.6%	10.7%	8.2%	*	
e. Forget where you were or what you did.	25.6%	32.3%	30.3%	33.3%	NS	38.3%	35.4%	29.2%	28.4%	NS	35.8%	29.2%	NS	50.6%	26.1%	*	63.9%	29.5%	6.6%	16.7%	*	
f. Got involved in a fight.	2.9%	3.6%	3.9%	3.0%	NS	2.7%	2.1%	3.1%	5.3%	NS	1.9%	5.0%	*	5.1%	2.8%	NS	6.3%	3.4%	0.8%	3.3%	NS	
g. Had someone use force or the threat of force to have sex with you.	3.7%	4.7%	2.3%	5.7%	*	6.0%	4.1%	8.1%	1.9%	*	6.3%	3.2%	NS	5.1%	4.3%	NS	5.7%	5.8%	2.5%	1.7%	NS	
h. Physically injured yourself.	12.7%	16.0%	15.6%	15.9%	NS	18.9%	15.2%	19.3%	12.0%	NS	18.2%	13.8%	NS	25.3%	12.7%	*	31.6%	15.5%	4.1%	1.7%	*	
i. Damaged a relationship with a family member, friend, or significant other.	8.1%	10.2%	9.4%	10.2%	NS	11.4%	8.8%	8.8%	11.5%	NS	9.5%	10.9%	NS	11.3%	9.5%	NS	16.4%	10.2%	6.7%	1.7%	*	
j. Had unprotected sex.	18.3%	23.0%	27.6%	19.5%	*	17.4%	21.1%	22.4%	28.8%	NS	19.9%	26.2%	NS	29.6%	20.6%	*	43.4%	20.4%	10.7%	8.2%	*	
k. Received a lower grade on an assignment, test, or paper.	11.7%	14.8%	14.0%	14.8%	NS	20.4%	17.2%	8.7%	13.4%	*	18.2%	11.7%	*	20.9%	12.6%	*	25.2%	14.6%	8.2%	3.3%	*	
l. Received a lower final grade in a class.	4.8%	6.1%	5.9%	5.1%	NS	7.4%	9.6%	3.8%	4.3%	NS	7.9%	4.5%	NS	8.8%	5.1%	NS	9.5%	6.5%	3.3%	1.7%	NS	
m. Missed class.	17.0%	21.4%	20.8%	21.0%	NS	28.4%	18.5%	18.0%	21.1%	NS	24.1%	18.8%	NS	31.4%	17.8%	*	39.9%	17.9%	13.9%	6.7%	*	
n. Missed work.	4.1%	5.1%	5.3%	4.2%	NS	5.4%	4.1%	8.1%	3.9%	NS	5.4%	5.0%	NS	6.3%	4.3%	NS	7.0%	5.6%	2.5%	3.3%	NS	
Non-Drinkers	20.4%	--																				
None	33.4%	41.9%	42.1%	41.5%	NS	32.0%	40.5%	45.7%	46.4%	NS	37.9%	45.0%	NS	25.8%	46.9%	*	13.3%	39.7%	69.7%	72.1%	*	
1-3 Different Harms	31.7%	39.9%	39.8%	40.6%		46.0%	41.2%	36.6%	37.3%		41.0%	39.1%		49.1%	37.2%		50.0%	43.9%	23.8%	23.0%		
4-6 Different Harms	10.3%	13.0%	12.9%	13.1%		14.0%	13.5%	13.4%	11.0%		15.1%	11.5%		15.1%	12.5%		25.3%	11.2%	6.6%	3.3%		
7-14 Different Harms	4.2%	5.2%	5.2%	4.8%		8.0%	4.7%	4.3%	5.3%		6.0%	4.4%		10.1%	3.4%		11.4%	5.2%	0.0%	1.6%		
At Least 1 Harm	46.3%	58.1%	57.9%	58.5%	NS	67.8%	59.5%	54.3%	53.6%	*	62.1%	55.0%	*	74.2%	53.1%	*	86.7%	60.3%	30.3%	26.7%	*	

* p(Chi-square)<.05; NS = Not Significant

[A] Drinker status is an indicator based on how often a respondent drinks, how much they drink, and how often they drink substantially. "Heavy Drinker" = drank 6 or more days in the past month AND drank 5 or more drinks three or more times in the past two weeks OR drank 5 (males) or 4 (females) or more drinks the last time they partied. "Rare Drinker" = has drunk alcohol before but not at all in the past month. "Light Drinker" = drinks 1-5 days per month, and typically less than 3 drinks, and did not drink 5 or more drinks in the past two weeks. "Moderate Drinker" = Drinks more often or greater quantity than Light Drinker or drank 5 or more drinks 1 or 2 times in the past two weeks.

Table 10. Percentage Distribution of Having Seen Alcohol-Related Messages at University This Academic Year, Formats, Locations, Number Times, Believability, Impact, Overall, by Demographic Group and Drinker Status

	Percent Responding YES															
	All Students, % Yes	SEX		CLASS				AGE GROUP		MEMBERSHIP		DRINKER STATUS [A]				
		Males	Females	Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek	Heavy Drinker	Moderate Drinker	Light Drinker	Rare Drinker	Non-Drinker
Do you recall seeing any messages on posters, flyers, ads, digital screens, billboards, placards, table tents, T-shirts, etc. around campus or hearing messages on the radio about alcohol?	60.1%	56.7%	62.7% NS	69.2%	65.5%	51.3%	53.8% *	67.6%	50.9% *	64.8%	58.8% NS	63.7%	56.7%	53.3%	56.7%	69.0% *
Do you remember what the message said or what the message was about	32.6%	27.9%	36.6% *	26.6%	30.7%	39.6%	36.1% NS	27.4%	40.2% *	31.6%	32.4% NS	25.0%	29.1%	47.7%	34.3%	36.1% *
Which of the following images or messages, if any, do you recall seeing anywhere on or off campus this academic year? (Of those who recall seeing messages)																
Image 1: Welcome Back	68.4%	71.8%	66.6%	73.6%	68.8%	59.2%	68.3%	69.9%	66.6%	73.6%	66.8%	70.2%	61.6%	65.2%	76.0%	0.0% *
Image 2: Celebrate Champion	63.1%	63.2%	64.2%	67.4%	66.4%	59.9%	56.6%	65.3%	59.2%	58.9%	64.8%	61.4%	58.7%	62.3%	66.4%	0.0%
Image 3: Homecoming	39.2%	40.4%	38.9%	45.6%	34.8%	43.5%	32.3%	42.2%	35.2%	40.0%	39.2%	42.4%	38.5%	32.5%	37.5%	0.0%
Image 4: Spring Break	29.5%	26.6%	31.8%	32.5%	27.8%	29.8%	27.3%	30.3%	27.8%	34.3%	28.1%	27.1%	30.7%	32.4%	20.5%	0.0%
Number of Image Seen (All Respondents)																
Mean Number Images Seen	1.07	1.02	1.16 NS	1.39	1.14	0.84	0.90 **	1.28	0.85 **	1.25	1.05 **	1.19	0.90	0.90	1.08	1.07 **
None	46.4%	49.5%	42.4% NS	36.4%	42.3%	56.5%	51.1% *	38.1%	54.8% *	39.4%	47.5% NS	40.9%	52.4%	53.3%	46.7%	35.5% *
1-2 Images	38.0%	35.8%	40.5%	38.7%	42.3%	31.4%	39.4%	41.7%	34.8%	42.3%	37.5%	40.9%	36.7%	32.0%	40.0%	40.7%
3-4 Images	15.6%	14.7%	17.0%	24.9%	15.3%	12.0%	9.5%	20.3%	10.4%	18.3%	15.1%	18.2%	10.9%	14.8%	13.3%	23.8%
5-6 Images	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
7 or more mages	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%
Where did you see the images or messages? (Check all that apply) -- Of those who recall seeing messages																
Poster	76.8%	79.1%	75.4%	84.7%	79.6%	65.3%	72.6%	81.9%	69.0%	69.5%	79.0%	77.7%	67.7%	80.0%	81.1%	85.9%
Table Tent	11.0%	11.6%	10.6%	12.9%	9.0%	10.3%	11.1%	12.0%	9.6%	10.4%	11.2%	11.3%	11.7%	9.1%	10.1%	10.9%
Movie Slide/Digital Screens	17.9%	17.2%	18.7%	19.4%	15.8%	17.1%	18.9%	18.2%	17.8%	14.8%	19.1%	18.4%	16.1%	17.6%	20.6%	19.5%
Facebook	8.2%	6.7%	9.6%	5.2%	6.8%	15.5%	8.0%	7.9%	8.9%	4.9%	9.3%	4.8%	6.6%	5.1%	7.2%	15.3%
Twitter	9.3%	11.6%	7.3%	9.3%	5.5%	12.7%	10.7%	7.7%	11.4%	7.5%	10.0%	10.3%	9.7%	11.7%	4.7%	8.3%
Instagram	5.6%	6.1%	5.5%	4.5%	3.7%	11.8%	4.4%	5.5%	6.0%	6.4%	5.4%	7.3%	5.2%	5.1%	8.6%	4.3%
T-Shirt/Sweatshirt	19.6%	20.4%	19.4%	23.1%	18.9%	21.0%	14.6%	21.1%	16.7%	24.5%	18.1%	23.0%	16.2%	23.7%	11.2%	21.8%
Campus Events	25.0%	27.8%	23.7%	26.8%	27.1%	23.9%	21.4%	26.1%	23.0%	32.3%	22.8%	28.8%	24.4%	20.6%	9.4%	29.4%
Bulletin Board	55.0%	49.9%	59.6%	63.8%	64.1%	44.1%	42.9%	60.8%	46.1%	62.3%	53.1%	53.8%	53.8%	60.2%	50.4%	56.6%
Waterbottle	8.6%	8.2%	8.6%	9.6%	9.1%	9.1%	6.3%	9.1%	7.1%	12.7%	7.3%	11.6%	11.3%	6.5%	0.0%	5.8%
Magnet	4.5%	6.0%	3.4%	6.6%	5.0%	4.1%	1.5%	6.3%	1.6%	3.5%	4.8%	3.6%	4.8%	3.8%	2.4%	5.7%
Bathroom Stall	52.8%	40.7%	63.9%	49.2%	54.6%	53.0%	55.2%	52.1%	54.0%	61.3%	50.4%	63.3%	46.2%	60.2%	41.5%	52.7%
Other's Room/Apartment	4.2%	6.3%	2.6%	5.0%	0.7%	6.7%	4.7%	3.7%	5.0%	3.5%	4.4%	3.7%	5.3%	3.8%	2.4%	3.7%
Other Media	1.7%	1.8%	1.7%	1.4%	0.6%	2.9%	2.4%	1.4%	1.6%	1.9%	1.7%	0.9%	2.8%	0.0%	6.0%	0.7%

Altogether, about how many times this academic year have you seen these images or messages, including seeing the same one multiple times (Of those who recall seeing messages)																
1-3 times	30.9%	35.0%	26.2% NS	26.4%	26.6%	32.9%	40.0% *	26.8%	37.1% NS	32.7%	30.1% NS	28.7%	32.5%	35.7%	36.7%	27.3% NS
4-7 times	31.8%	27.9%	35.4%	26.4%	38.5%	37.8%	27.3%	33.1%	30.6%	33.7%	31.3%	38.3%	29.8%	32.1%	33.3%	28.2%
8-15 times	21.8%	22.3%	21.9%	25.0%	25.7%	18.3%	16.4%	24.9%	17.1%	17.3%	23.3%	17.0%	25.2%	19.6%	16.7%	24.5%
16-21 or more times	15.5%	14.7%	16.5%	22.1%	9.2%	11.0%	16.4%	15.2%	15.3%	16.3%	15.2%	16.0%	12.6%	12.5%	13.3%	20.0%
How believable is the information in the message(s) you have seen? (Of those who recall seeing messages)																
Very Believable (1)	36.7%	34.3%	39.0% NS	39.2%	38.4%	30.1%	36.3% NS	37.7%	34.5% *	37.4%	36.4% NS	31.9%	38.0%	40.4%	43.8%	35.8% NS
Somewhat Believable (2)	48.3%	51.5%	46.1%	49.0%	46.4%	57.8%	42.5%	50.9%	44.8%	48.6%	48.1%	53.2%	42.4%	50.9%	40.6%	53.2%
Neither Believable nor Unbelievable (3)	9.6%	8.6%	9.1%	6.3%	10.7%	6.0%	15.0%	5.9%	14.9%	8.4%	10.0%	6.4%	12.7%	7.0%	12.5%	7.3%
Somewhat Unbelievable (4)	3.8%	3.0%	5.0%	4.9%	4.5%	1.2%	4.4%	4.4%	3.4%	4.7%	3.8%	7.4%	3.8%	0.0%	3.1%	3.7%
Very Unbelievable (5)	1.6%	2.5%	0.8%	0.7%	0.0%	4.8%	1.8%	1.1%	2.3%	0.9%	1.8%	1.1%	3.2%	1.8%	0.0%	0.0%
Did you talk to anyone about the information in the message(s)? (Of those who recall seeing messages)																
Yes	12.7%	11.6%	13.4% NS	14.2%	17.9%	10.8%	8.0% NS	14.7%	8.1% *	11.2%	13.2% NS	8.6%	8.9%	15.8%	12.5%	20.9% *
With whom did you share the information you learned from the message(s)? (Check all that apply) -- (Of those who recall seeing messages)																
Friends (1)	78.4%	79.8%	80.4%	83.5%	68.5%	82.4%	85.8%	74.2%	85.5%	56.3%	83.9%	90.9%	48.1%	82.9%	78.8%	90.5%
Family (2)	19.9%	8.3%	29.5%	19.0%	24.1%	8.2%	24.0%	21.4%	19.7%	18.8%	20.4%	9.0%	8.8%	9.1%	20.6%	34.8%
Classmates (3)	38.7%	21.3%	53.9%	42.9%	42.3%	34.3%	25.5%	45.7%	27.4%	44.6%	37.6%	18.1%	23.4%	42.5%	58.2%	51.0%
Co-workers (4)	8.0%	8.3%	3.8%	0.0%	13.0%	21.9%	0.0%	8.4%	0.0%	18.2%	5.4%	0.0%	24.4%	0.0%	0.0%	5.4%
A girlfriend or boyfriend (5)	13.9%	0.0%	24.8%	23.0%	16.9%	0.0%	0.0%	19.8%	0.0%	25.1%	11.0%	9.0%	17.8%	14.0%	0.0%	15.3%
Roommate (6)	18.4%	8.9%	26.6%	25.8%	20.0%	16.4%	0.0%	19.5%	10.3%	19.0%	18.5%	9.0%	20.5%	0.0%	21.2%	27.5%

* p(Chi-square)<.05

[A] Drinker status is an indicator based on how often a respondent drinks, how much they drink, and how often they drink substantially. "Heavy Drinker" = drank 6 or more days in the past month AND drank 5 or more drinks three or more times in the past two weeks OR drank 5 (males) or 4 (females) or more drinks the last time they partied. "Rare Drinker" = has drunk alcohol before but not at all in the past month. "Light Drinker" = drinks 1-5 days per month, and typically less than 3 drinks, and did not drink 5 or more drinks in the past two weeks. "Moderate Drinker" = Drinks more often or greater quantity than Light Drinker or drank 5 or more drinks 1 or 2 times in the past two weeks.

Recency Party vs. Drank			
	Party more recent than last drank	2.3%	
	Last drank at party	72.4%	
	Drank more recently than last party	25.3%	
		Mean Difference	Min
			Max
Party drinking vs. Other drinking (all drinkers)			
	Number Drinks Party - Number Drinks Last Drank	.51	14.00
Party drinking vs. Other drinking (Only those who drank since last partied)			
	Number Drinks Party - Number Drinks Last Drank	1.45	14.00
		Partied/ socialized	Drank Any Alcohol
Day of the Week			Drank Any Alcohol (if drank more recent than partied)
	Sunday	7.9%	12.4%
	Monday	2.0%	9.8%
	Tuesday	3.1%	11.1%
	Wednesday	6.3%	13.1%
	Thursday	11.3%	9.8%
	Friday	23.2%	13.1%
	Saturday	46.2%	30.7%

Table 12. Non-Drinkers' Reasons, Campus Engagement, Stress, Perceived Support and Suggestions for Assistance

Type of Harm Experienced as Result of Drinking (Asked of Drinkers Only)	% of All Respondents						
Never Drank	15.4%						
No longer drink/quit drinking	5.1%						
[IF NEVER DRANK] Reasons you choose not to drink alcohol? (Check all that apply.)	% of Non-Drinker Respondents						
1. Drinking doesn't interest me	75.9%						
2. Don't like the taste of alcohol	35.0%						
3. Under 21, don't want to get into legal trouble	49.9%						
4. Drinking would threaten my health and wellness	42.1%						
5. Drinking would interfere with my responsibilities (i.e. school, work, family, etc.)	49.6%						
6. In recovery	19.5%						
7. Have a family history of addiction	5.2%						
8. Friends are against drinking	13.9%						
9. Religious beliefs	2.6%						
10. Other (Please specify):	0.0%						
	N=						230
Q49 To what extent do you feel you can engage in traditional college experiences (i.e. tailgates, parties, etc.) without drinking alcohol?	Not at All (1)	A Little (2)	Somewhat (3)	Quite a Bit (4)	Completely (5)	Total	N
	10.5%	21.1%	27.5%	22.2%	18.7%	100.0%	171
Q50 Because you choose not to drink, how stressful is it for you to attend celebratory events (i.e. tailgates, holidays, 21st birthdays, etc.) where others are drinking alcohol?	Not at All (1)	A Little (2)	Somewhat (3)	Quite a Bit (4)	Extremely (5)	Total	N
	32.9%	21.8%	27.1%	14.1%	4.1%	100.0%	170

Q51 On a scale from 1 to 5, with 1 being not supported at all, 5 being extremely supported, how supported do you feel in your decision to not drink by each of the following?	Not Supported at All					Extremely Supported	Total	N
	1	2	3	4	5			
Family (1)	3.0%	2.4%	13.0%	14.8%	66.9%	100.0%	169	
Friends (2)	4.8%	6.6%	24.1%	27.1%	37.3%	100.0%	166	
Roommate(s) (3)	6.2%	6.8%	25.9%	16.7%	44.4%	100.0%	162	
Peers at [UNIVERSITY NAME] (4)	8.4%	14.5%	41.6%	18.1%	17.5%	100.0%	166	
The [UNIVERSITY NAME] community (5)	4.9%	10.4%	34.8%	23.2%	26.8%	100.0%	164	
The town/community where you live (6)	4.9%	9.8%	32.9%	29.3%	23.2%	100.0%	164	

Q52 What could [UNIVERSITY NAME] do to better support students like you in their choice not to drink alcohol? (Please select all that apply)

1. Nothing more [UNIVERSITY NAME] can/should do to support students who don't drink	30.0%
2. Provide more university sponsored alcohol-free spaces and events	37.2%
3. More education/awareness on risks and consequences of drinking	25.6%
4. Enforce current laws and university policies regarding alcohol	35.0%
5. Health campaigns that support non-drinking students	19.5%
6. Incentives (free soda, juice, coffee, etc.) for students who do not drink	43.1%
7. Change campus culture regarding drinking	36.8%
8. Counseling and support services for non-drinking students	4.4%
9. Facilitate connections among non-drinking students	18.8%
10. Other (please specify) _____	0.3%
N=	224