

National Social Norms Center  
**U CELEBRATE! Survey, 2019**

**Kansas University**

Summary Report Tables

N = 808  
Response Rate = 20.2%  
Average Time to Complete Survey = 13.9 Minutes

June, 2019

**Table 1. % Distribution of Demographic Characteristics of Weighted Sample: 2019**

Demographic Characteristic	Total Respondents =	Unweighted			
		808	N*	Unweighted % Weighted %	
SEX	Male		235	29.2%	47.6%
	Female		558	69.4%	51.0%
	Other [A]		11	1.4%	1.4%
CLASS	Freshman		207	25.6%	25.9%
	Sophomore		217	26.9%	23.4%
	Junior		182	22.5%	22.2%
	Senior		202	25.0%	28.6%
AGE GROUP	18 Years Old		67	8.4%	8.4%
	19 Years Old		214	26.8%	24.8%
	20 Years Old		169	21.1%	18.7%
	21 Years Old		173	21.6%	21.9%
	22 Years or Older		177	22.1%	26.2%
RACE/ETHNICITY	White, non-Hispanic		599	74.6%	71.6%
	Afr. Am., non-Hispanic		32	4.0%	5.0%
	Hispanic		60	7.5%	7.9%
	Asian, Pacific Islander, non-Hispanic		38	4.7%	4.5%
	Native Am., non-Hispanic		4	.5%	0.0%
	Multi-Racial		26	3.2%	2.9%
	Not Reported		7	0.9%	1.0%
	International		37	4.6%	6.9%
RESIDENCE	On Campus		293	36.3%	33.9%
	Off Campus		515	63.7%	66.1%
MEMBERSHIP	Member Social Frat/Sor.		221	27.5%	24.6%
GRADE POINT AVERAGE	GPA 0-1.49		3	0.4%	0.4%
	GPA 1.5-2.49		47	5.9%	5.3%
	GPA 2.5-3.49		331	41.4%	44.9%
	GPA 3.5-4.0		419	52.4%	49.5%
DRINKER STATUS [B]	Heavy Drinker		148	18.3%	17.5%
	Moderate Drinker		327	40.5%	39.2%
	Light Drinker		138	17.1%	17.1%
	Rare Drinker		72	8.9%	9.0%
	Non-Drinker		123	15.2%	17.2%

\* 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: 2019**

Word/Phrase Listed	% of Respondents	Rank Order
<b>Athletics</b>	<b>19.8%</b>	<b>1</b>
Diverse	18.1%	2
Friendly	16.8%	3
Academics	15.9%	4
Fun	11.7%	5
Community Engagement	7.3%	6
Party School	6.7%	7
Rigorous	2.7%	8
Exclusive	1.0%	9

**Table 3. % Distribution of Sense of Belongingness at University, Overall, by Demographic Characteristics: 2019**

		How Much Have a Sense of Belonging at University					
		Not at All	A Little	Somewhat	Quite a Bit	Completely	
Overall		5.3%	11.5%	24.9%	39.8%	18.6%	
Sex							
	Male	6.1%	11.1%	26.6%	35.9%	20.3%	NS
	Female	4.2%	12.2%	22.2%	43.8%	17.6%	
Class							
	Freshman	6.3%	11.2%	16.0%	46.6%	19.9%	NS
	Sophomore	5.3%	9.6%	28.9%	34.8%	21.4%	
	Junior	5.7%	12.5%	25.6%	39.2%	17.0%	
	Senior	3.1%	12.3%	29.4%	38.6%	16.7%	
Race/Ethnic							
	White, Non-Hisp., U.S.	5.1%	11.0%	21.3%	41.4%	21.3%	*
	Other U.S. [A]	7.5%	15.0%	29.5%	37.6%	10.4%	
	International	0.0%	5.7%	49.1%	30.2%	15.1%	
Age							
	18	5.9%	8.8%	16.2%	54.4%	14.7%	*
	19	6.1%	13.3%	20.4%	40.3%	19.9%	
	20	2.7%	8.1%	23.5%	43.6%	22.1%	
	21	5.7%	11.4%	23.4%	36.6%	22.9%	
	22 or older	6.2%	12.9%	33.3%	34.8%	12.9%	
Greek							
	Frat/Sor Member	1.5%	3.6%	18.9%	43.4%	32.7%	*
	Not Member	6.5%	14.0%	26.9%	38.7%	14.0%	
Reside							
	On campus	4.8%	5.9%	20.7%	49.1%	19.6%	*
	Off campus	5.3%	14.4%	27.1%	35.1%	18.0%	

\* 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: 2019**

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)	799	7.6%	32.3%	30.7%	29.4%
b. Completed a major academic project(s)	795	23.5%	33.1%	26.5%	16.9%
c. Accepted into an academic program	770	59.6%	13.6%	17.5%	9.2%
d. Awarded scholarship	780	49.4%	27.6%	18.5%	4.6%
e. Participated in study abroad	766	90.1%	3.5%	2.6%	3.8%
f. Athletic event or an athletic victory	775	47.5%	12.0%	10.6%	29.9%
g. 21st birthday celebration (your own or someone else)	786	48.0%	2.9%	6.0%	43.1%

**Table 5a. Drinking Frequency, Quantity, Frequent Intense Drinking, Drinking Last Time Partied/Socialized: Overall and Among Key Demographic Groups: 2019**

Questions About Drinking	Overall	SEX		CLASS				AGE GROUP		MEMBERSHIP [A]					
		Males	Females	Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek				
<b>Days Drank in Past 30 Days</b>															
Never Drank	14.7%	18.2%	11.0%	*	18.7%	20.2%	12.4%	8.2%	*	19.5%	9.7%	*	8.1%	16.9%	*
Former Drinker (Not academic year)	2.5%	1.8%	3.2%		2.4%	3.7%	0.6%	3.5%		2.6%	2.3%		3.0%	2.5%	
Drink but not in past month	9.1%	9.7%	8.8%		10.5%	8.0%	7.9%	9.5%		9.9%	8.6%		3.0%	11.1%	
Drank 1-2 times in past month	19.5%	16.8%	21.7%		25.4%	16.0%	18.6%	17.7%		19.5%	18.5%		12.1%	21.6%	
Drank 3-5 times in past month	25.0%	26.1%	24.1%		22.0%	24.5%	26.0%	27.3%		23.3%	27.4%		24.2%	25.4%	
Drank 6-9 times in past month	17.0%	14.5%	19.5%		12.4%	20.2%	22.0%	14.7%		16.6%	17.2%		28.3%	13.1%	
Drank 10-30 times in past month	12.2%	12.9%	11.7%		8.6%	7.4%	12.4%	19.0%		8.7%	16.2%		21.2%	9.3%	
<b>Number Drinks Typically Drank When Drinking in Past 30 Days (Drinkers Only)</b>															
Mean number drinks	3.89	4.47	3.38	**	3.92	4.50	4.09	3.26	**	4.38	3.45	**	4.22	3.77	**
1-2 drinks	32.6%	30.2%	34.2%	*	32.1%	24.8%	29.4%	41.3%	*	24.1%	40.4%	*	20.0%	37.3%	*
3-4 drinks	35.7%	25.8%	43.6%		34.3%	32.2%	36.0%	39.0%		34.8%	36.0%		40.0%	33.8%	
5-7 drinks	23.4%	29.0%	19.5%		25.0%	30.6%	24.3%	16.3%		30.4%	17.5%		32.5%	20.2%	
8 or more drinks	8.3%	15.1%	2.6%		8.6%	12.4%	10.3%	3.5%		10.7%	6.2%		7.5%	8.6%	
<b>Times Drank 5+ Drinks in Past Two Weeks (drinkers only)</b>															
None	47.7%	42.8%	51.1%	*	49.3%	39.4%	42.8%	55.8%	NS	40.1%	54.5%	*	33.7%	53.0%	*
Once	22.1%	18.9%	24.9%		26.1%	23.6%	26.8%	14.9%		26.4%	18.1%		21.9%	22.1%	
Twice	12.0%	15.5%	9.4%		8.0%	15.0%	11.6%	12.7%		12.6%	11.7%		15.4%	10.7%	
Three Times	7.0%	8.0%	6.1%		5.1%	6.3%	9.4%	6.6%		6.5%	7.0%		10.7%	5.6%	
Four Times	6.3%	8.3%	4.9%		4.3%	9.4%	5.1%	6.6%		7.2%	5.7%		8.9%	5.4%	
Five or More Times	5.0%	6.4%	3.6%		7.2%	6.3%	4.3%	3.3%		7.2%	3.0%		9.5%	3.2%	
<b>Mean Number Times Drank 5+ in Past Two Weeks</b>															
All Students (Non-Drinkers + Drinkers)	1.0	1.2	0.9	**	1.0	1.2	1.1	0.9	NS	1.1	0.9	NS	1.6	0.8	**
Drinkers	1.3	1.5	1.1	**	1.3	1.6	1.2	1.1	NS	1.5	1.0	**	1.8	1.0	**

\* 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: 2019 -- Continued**

	Overall	SEX			CLASS				AGE GROUP		MEMBERSHIP [A]				
		Males	Females		Fresh.	Soph.	Jr.	Sr.	18-20	21+	Greek	Non-Greek			
<b>Last Time Partied/Socialized (All Students)</b>															
<b>Drank 0-5 Drinks</b>	<b>77.7%</b>	73.1%	81.4%	*	80.5%	74.2%	70.3%	83.0%	*	76.5%	78.4%	NS	70.9%	79.5%	*
Drank 6-7	<b>9.5%</b>	8.5%	10.6%		8.3%	9.7%	11.6%	9.1%		9.1%	10.3%		12.8%	8.6%	
Drank 8+	<b>12.9%</b>	18.4%	7.9%		11.2%	16.1%	18.0%	7.8%		14.5%	11.3%		16.3%	11.9%	
<i>Or</i>															
<b>Drank 0-4 Drinks</b>	<b>66.8%</b>	62.7%	69.6%	*	71.8%	62.9%	58.7%	71.3%	*	66.4%	66.8%	NS	55.4%	70.3%	*
Drank 5-7	<b>20.3%</b>	18.9%	22.5%		17.0%	21.0%	23.3%	20.9%		19.1%	21.9%		28.2%	17.8%	
Drank 8+	<b>12.9%</b>	18.4%	7.9%		11.2%	16.1%	18.0%	7.8%		14.5%	11.3%		16.4%	11.9%	
<i>Or</i>															
<b>Drank 0-3 Drinks</b>	<b>56.4%</b>	54.7%	56.9%	*	61.5%	53.8%	48.3%	60.0%	*	57.4%	55.4%	NS	41.0%	61.2%	*
Drank 4-7	<b>30.8%</b>	26.9%	35.1%		27.3%	30.1%	33.7%	32.2%		28.2%	33.2%		42.6%	26.9%	
Drank 8+	<b>12.9%</b>	18.4%	7.9%		11.2%	16.1%	18.0%	7.8%		14.5%	11.3%		16.4%	11.9%	
<b>Mean # Drinks Among</b>															
All Students	<b>3.54</b>	3.74	3.37	NS	3.17	3.68	4.09	3.35	**	3.49	3.61	NS	4.39	3.27	**
Drinkers Only	<b>4.29</b>	4.70	3.94	**	4.04	4.84	4.71	3.79	**	4.50	4.11	NS	4.95	4.07	**
<b>Mean BAC*** Among</b>															
All Students	<b>.048</b>	.038	.057	**	.045	.052	.056	.041	NS	.050	.045	NS	.064	.042	**
Drinkers Only	<b>.058</b>	.048	.068	**	.057	.070	.065	.046	**	.066	.051	**	.073	.053	**
<b>Mean Perceived Number Drinks</b>															
<b>Typical Student Drank Last Time Partied, Among . . .</b>															
All Students	<b>4.62</b>	4.81	4.49	NS	4.60	4.93	4.71	4.32	NS	4.77	4.50	NS	4.98	4.52	*
Drinkers Only	<b>4.90</b>	5.19	4.71	*	4.97	5.27	4.95	4.56	NS	5.08	4.78	NS	5.18	4.83	NS
0-5 Drinks (all students)	<b>74.5%</b>	69.8%	77.6%	*	77.6%	71.3%	70.9%	77.2%	NS	73.9%	74.7%	NS	70.4%	75.6%	NS
0-4 Drinks (all students)	<b>55.5%</b>	53.9%	55.7%	*	56.9%	51.1%	52.6%	60.4%	NS	53.0%	57.3%	NS	51.1%	56.5%	NS
0-3 Drinks (all students)	<b>34.3%</b>	35.8%	31.8%	*	32.8%	31.5%	33.0%	39.3%	NS	30.3%	37.9%	NS	30.0%	35.2%	NS
8+ Drinks (all students)	<b>10.4%</b>	14.8%	7.0%		10.3%	12.8%	12.6%	7.1%		11.2%	9.9%		12.1%	10.0%	

\* 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: 2019**

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 . . .																
		Most of Time or Always	Most of the Time	Always	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. Avoid drinking or partying with mostly people they don't know.	46.5%	63.1%	33.3%	29.8%	59.4%	67.0%	59.4%	57.3%	62.1%	71.1% *	58.0%	69.0% *	59.1%	65.0% *	46.1%	61.9%	79.6%	71.6%	NA	*	
2. Arrange for a designated driver/Uber/Lyft if they needed transportation home.	75.1%	84.6%	18.0%	66.6%	80.5%	89.7% *	86.7%	89.4%	79.7%	84.2% NS	86.7%	82.9% *	90.3%	82.6% *	90.1%	84.8%	79.7%	82.2%	NA	*	
3. Eat before or while drinking.	61.2%	79.5%	35.9%	43.6%	76.0%	83.2% NS	71.5%	80.4%	81.9%	83.7% *	77.5%	81.8% *	84.1%	78.0% NS	76.6%	81.5%	81.9%	72.6%	NA	*	
4. Set a limit ahead of time as to the number of drinks they will have.	32.9%	31.1%	17.2%	13.9%	29.0%	33.1% NS	33.5%	23.1%	33.6%	32.8% NS	26.6%	35.2% *	26.3%	33.1% *	12.1%	27.0%	55.1%	39.7%	NA	*	
5. Cut themselves off before they have too much to drink.	49.0%	72.0%	38.7%	33.3%	68.5%	75.8% *	69.7%	66.2%	73.0%	77.3% NS	67.8%	76.1% *	70.3%	72.5% *	60.6%	70.4%	86.2%	74.0%	NA	*	
6. Drank only 1 kind of alcohol	37.2%	43.1%	32.1%	11.0%	39.7%	45.6% NS	42.9%	40.3%	37.7%	49.3% *	38.8%	47.2% NS	38.3%	44.8% *	31.9%	38.1%	59.1%	54.8%	NA	*	
7. Consume four or fewer drinks when they party.	46.5%	49.2%	28.9%	20.2%	43.0%	54.3% *	47.6%	38.5%	47.7%	58.3% *	41.7%	56.5% *	36.9%	53.6% *	12.8%	46.6%	84.8%	63.0%	NA	*	
8. Keep track of how many drinks they have to make sure they do not drink too much.	44.1%	55.9%	25.8%	30.1%	51.7%	59.5% *	54.5%	50.7%	57.2%	58.3% NS	51.5%	60.1% *	46.3%	59.5% *	34.5%	55.8%	77.5%	56.2%	NA	*	
9. Stay with the same group of friends the entire time they are drinking.	64.8%	88.1%	34.2%	53.9%	85.4%	92.0% *	88.5%	88.7%	87.0%	88.3% NS	89.1%	88.4% NS	83.3%	90.9% *	82.3%	90.1%	91.3%	86.1%	NA	*	
10. Watch out for friends to make sure they stay safe.	71.3%	89.6%	20.5%	69.2%	87.5%	92.9% *	92.1%	89.5%	88.9%	88.3% NS	92.0%	88.1% NS	87.5%	90.9% *	85.9%	91.7%	89.9%	86.5%	NA	*	
11. Maintain a pace of one drink per hour (or less) when drinking	31.0%	29.0%	14.4%	14.6%	24.8%	32.6% *	25.6%	25.4%	28.3%	34.5% *	23.1%	34.4% *	19.4%	32.2% *	7.8%	20.8%	60.1%	45.2%	NA	*	
12. Make arrangements to get home safely.	71.2%	91.0%	15.8%	75.1%	89.4%	93.7% NS	89.7%	92.3%	91.5%	91.1% NS	91.6%	90.7% NS	93.7%	90.7% NS	92.2%	91.3%	92.0%	86.5%	NA	NS	
13. Alternate non-alcoholic (water, etc.) with alcoholic beverages.	34.0%	33.2%	17.6%	15.5%	30.9%	35.5% NS	33.5%	23.2%	34.2%	39.4% *	26.6%	39.4% *	20.6%	37.9% *	11.3%	29.2%	54.7%	53.4%	NA	*	
14. Participate in a drinking game	66.7%	32.3%	23.4%	8.9%	37.7%	27.0% *	26.1%	33.6%	32.3%	36.3% NS	30.6%	33.3% *	38.5%	29.6% *	50.7%	31.6%	17.4%	27.0%	NA	*	
<b>Number of Protective Behaviors Always Used</b>																					
Mean #		4.86			4.46	5.28 **	4.92	4.33	4.93	5.16 NS	4.57	5.22 **	3.92	5.25 **	3.22	4.41	6.80	6.34		**	
% Used None		7.6%			8.8%	5.7% *	9.1%	8.3%	8.3%	5.9% NS	8.6%	5.6% *	10.2%	6.1% *	11.2%	8.2%	2.9%	6.8%		*	
% Used 1-4		45.6%			53.1%	39.6%	45.7%	52.4%	41.0%	44.1%	48.5%	43.2%	54.5%	42.6%	66.4%	47.9%	26.1%	31.5%			
% Used 5-8		31.5%			23.8%	38.2%	29.3%	31.7%	35.3%	29.9%	32.1%	31.1%	28.4%	32.8%	20.3%	35.3%	34.8%	30.1%			
% Used 9-13		15.2%			14.3%	16.5%	15.9%	7.6%	15.4%	20.1%	10.8%	20.1%	6.8%	18.4%	2.1%	8.5%	36.2%	31.5%			

\* 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 6b. Respondents' Perceptions of Other Students' Use of Protective Behaviors, Drinking-Related Attitudes and Self-Reported Use of Protective Behaviors and Drinking-Related Attitudes: 2019 -- 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	69.5%	78.2%	79.4%	78.0% NS	77.5%	78.7%	79.5%	77.7% NS	78.3%	78.7% NS	86.3%	75.7% *	92.9%	87.8%	81.9%	68.5%	42.8% *
2. Drinking to the point of passing out	33.4%	7.9%	10.3%	5.4% *	11.6%	8.6%	4.6%	6.1% *	8.9%	6.8% NS	8.7%	7.6% NS	14.8%	6.4%	5.8%	5.5%	8.0% *
3. Getting into fights/arguments due to drinking	26.2%	4.0%	3.7%	3.7% NS	2.9%	2.7%	5.1%	4.8% NS	2.7%	5.5% *	7.1%	3.0% *	7.7%	2.9%	1.4%	1.4%	6.5% *
4. Bragging/telling stories about getting drunk	59.7%	37.3%	41.4%	33.7% *	41.1%	33.0%	45.5%	31.1% *	37.8%	36.8% NS	44.4%	35.0% *	57.4%	45.5%	23.9%	28.8%	15.9% *
5. Pressuring someone to drink more than they want to drink	32.1%	4.4%	5.0%	3.2% NS	3.8%	5.9%	5.1%	3.5% NS	4.1%	4.7% NS	6.6%	3.7% NS	9.2%	2.6%	3.6%	0.0%	6.5% *
6. Getting wasted	58.0%	38.3%	43.0%	34.4% *	38.3%	44.4%	35.2%	35.5% NS	42.0%	34.4% *	46.2%	35.8% *	69.0%	46.1%	16.1%	36.5%	11.6% *
7. Cutting off a friend before they have too much to drink	56.4%	94.4%	92.9%	95.6% NS	90.0%	94.1%	97.7%	95.6% *	93.3%	95.3% NS	96.5%	93.5% NS	92.9%	94.9%	97.1%	89.0%	95.0% NS
8. Getting medical help for a friend who had too much to drink	61.8%	95.8%	95.5%	96.1% NS	94.7%	95.2%	93.8%	98.7% NS	94.7%	96.9% NS	95.9%	95.7% NS	92.2%	96.5%	96.4%	98.6%	95.6% NS
9. Participating in drinking games	72.6%	81.4%	80.2%	82.1% NS	81.3%	80.9%	84.1%	79.9% NS	83.2%	79.2% NS	91.9%	77.7% *	97.2%	92.6%	74.5%	74.3%	50.0% *

\* 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 St. Patrick's Day and Fall Welcome): 2019**

Variable	Mean % Believed Did (All Students)	Overall % Who Actually Did		% Who Actually Did												
				SEX			CLASS				AGE GROUP		MEMBERSHIP			
		All Undergrads	Drinkers Only	Male	Female	NS	Fresh.	Soph.	Jr.	Sr.	NS	18-20 Years	21+ Years	NS	Greek	Non-Greek
Drank during fall orientation, new student orientation, Welcome Week or weekend before Fall classes started? (All)	65.6%	43.6%	52.6%	53.7%	51.4%	NS	44.2%	60.4%	55.1%	52.2%	*	53.4%	51.8%	NS	65.9%	48.0% *
Got drunk	--	29.5%	35.6%	36.6%	35.5%	NS	32.3%	39.3%	35.9%	35.3%	NS	37.8%	34.1%	NS	53.4%	29.7% *
Drank at a Halloween party or celebration? (All)	72.6%	48.8%	58.8%	54.2%	62.8%	*	61.0%	67.4%	50.6%	57.4%	*	67.2%	51.2%	*	76.7%	52.7% *
Got drunk	--	36.1%	43.6%	41.8%	45.7%	NS	44.8%	56.9%	41.4%	34.8%	*	53.9%	34.6%	*	63.1%	37.1% *
Drank at a Greek Fraternity or Sorority event? (All)	69.1%	32.3%	39.0%	34.0%	44.2%	*	51.2%	53.1%	30.1%	26.0%	*	52.8%	26.3%	*	79.0%	25.0% *
Got drunk	--	25.7%	31.1%	28.0%	34.4%	NS	41.2%	42.1%	21.8%	22.5%	*	42.4%	20.7%	*	65.1%	19.3% *
Drank on New Year's Eve? (All)	76.5%	53.7%	64.8%	62.4%	67.0%	NS	56.1%	65.3%	67.3%	69.6%	*	61.7%	67.8%	NS	72.6%	62.1% *
Got drunk	--	36.0%	43.5%	43.6%	44.0%	NS	39.4%	47.9%	45.2%	42.4%	NS	45.7%	42.1%	NS	55.4%	39.8% *
Drank on St. Patrick's Day? (All)	67.4%	22.8%	27.5%	27.0%	27.8%	NS	24.8%	34.5%	23.7%	27.5%	NS	29.9%	24.9%	NS	37.7%	23.6% *
Got Drunk	--	14.5%	17.5%	17.0%	18.2%	NS	15.8%	23.4%	17.3%	15.2%	NS	19.8%	15.7%	NS	25.0%	15.2% *
Drank during Spring Break? (All)	76.3%	53.1%	64.1%	65.8%	62.2%	NS	54.3%	68.3%	67.3%	66.7%	*	62.2%	65.9%	NS	74.4%	60.5% *
Got Drunk	--	32.4%	39.2%	40.4%	38.9%	NS	33.9%	42.8%	41.7%	39.2%	NS	39.2%	39.6%	NS	54.3%	34.3% *
Drank before, during or after watching NCAA basketball tournament games?	64.5%	30.8%	37.2%	40.8%	33.8%	NS	27.9%	38.9%	36.5%	44.1%	*	34.9%	39.6%	NS	55.1%	30.7% *
Got Drunk	--	16.8%	20.3%	23.1%	18.2%	NS	15.8%	25.5%	16.7%	23.5%	NS	20.4%	20.7%	NS	34.7%	15.4% *
Drank at a tailgate or before or after a home football game?	63.3%	34.9%	42.1%	38.2%	45.5%	NS	37.6%	54.5%	37.2%	40.7%	*	47.7%	36.5%	*	74.4%	30.3% *
Got Drunk	--	22.9%	27.6%	25.8%	29.5%	NS	24.2%	37.9%	21.8%	27.6%	*	31.6%	24.3%	*	54.9%	18.1% *
Drank on Stop Day Eve and/or Stop Day?	70.0%	41.8%	50.5%	46.4%	53.8%	NS	42.4%	60.7%	50.0%	50.0%	*	52.8%	48.2%	NS	73.7%	42.2% *
Got Drunk	--	31.3%	37.8%	35.3%	40.6%	NS	30.3%	51.0%	36.5%	35.3%	*	41.8%	34.7%	NS	58.9%	30.5% *
Drank at Homecoming?	60.2%	17.3%	20.9%	19.9%	21.4%	NS	18.8%	24.1%	15.9%	24.6%	NS	21.9%	19.5%	NS	40.9%	13.5% *
Got Drunk	--	11.0%	13.3%	13.4%	13.1%	NS	87.9%	85.5%	0.0%	83.3%	NS	13.6%	13.0%	NS	28.0%	8.2% *

**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	NS	Fresh.	Soph.	Jr.	Sr.	NS	18-20 Years	21+ Years	NS	Greek	Non-Greek	NS	
<b>Number of Drinks Consumed</b>																	
<b>ST. PATRICK'S DAY (Day Drank the Most)</b>																	
Drank 1-3	NA	29.5%	26.4%	31.0%	NS	34.8%	24.1%	26.1%	30.8%	NS	32.7%	25.9%	NS	18.9%	33.3%	NS	
Drank 1-4	NA	46.4%	46.3%	46.6%	NS	52.2%	37.9%	43.5%	48.7%	NS	45.5%	46.6%	NS	37.8%	49.3%	NS	
Drank 1-5	NA	59.8%	52.8%	66.1%	NS	63.6%	57.1%	59.1%	59.0%	NS	61.8%	57.9%	NS	56.8%	61.3%	NS	
Drank 8+ drinks	NA	18.8%	24.5%	13.6%		9.1%	28.6%	27.3%	15.4%		18.2%	21.1%		21.6%	17.3%		
Mean Number Drinks	NA	5.16	5.58	4.77	NS	4.96	5.58	5.18	4.95	NS	5.18	5.15	NS	5.47	5.01	NS	
Mean eBAC [A]		.063	.051	.075	**	.063	.081	.055	.054	NS	.067	.059	NS	.074	.058	NS	
<b>FALL WELCOME (Day Drank the Most)</b>																	
Drank 1-3	NA	30.8%	25.4%	34.5%	**	27.6%	30.3%	28.2%	36.8%	NS	26.7%	34.3%	NS	23.3%	34.4%	NS	
Drank 1-4	NA	45.4%	37.7%	51.0%	**	44.8%	48.5%	37.5%	51.3%	NS	44.9%	44.8%	NS	37.1%	49.2%	NS	
Drank 1-5	NA	61.4%	48.4%	72.4%	**	56.9%	63.6%	52.1%	72.4%	NS	58.5%	63.4%	NS	61.1%	61.5%	NS	
Drank 8+ drinks	NA	18.0%	31.1%	6.9%		17.2%	18.2%	25.4%	10.5%		20.0%	16.4%		22.2%	15.9%		
Mean Number Drinks	NA	5.26	5.98	4.61	**	5.27	5.27	5.86	4.69	NS	5.45	5.12	NS	5.46	5.18	NS	
Mean eBAC [A]	NA	.075	.070	.079	NS	.086	.072	.087	.056	**	.081	.069	NS	.085	.069	**	

\* p(Chi-square)<.05; \*\* p(F)<.05; NS = Not Significant; \*\*\* Too few cases that were members of fraternities/sororities for analysis

[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
<b>ST. PATRICK'S DAY</b>											
Avoided drinking or partying with mostly people you did not know.	59.8%	59.3%	60.3% NS	60.9%	57.1%	40.9%	71.1% NS	60.0%	59.6% NS	67.6%	56.0% NS
Arranged for a designated driver/Uber/Lyft.	83.9%	79.6%	87.9% NS	87.0%	82.1%	77.3%	86.8% NS	80.0%	87.7% NS	91.7%	80.3% NS
Ate before or while you were drinking.	85.6%	83.3%	87.9% NS	87.0%	92.9%	90.9%	78.9% NS	88.9%	82.5% NS	86.5%	84.2% NS
Set a limit ahead of time as to the number of drinks you would have.	31.8%	35.2%	29.8% NS	13.0%	42.9%	36.4%	32.4% NS	32.7%	31.6% NS	33.3%	31.1% NS
Cut yourself off before you had too much to drink.	64.9%	60.4%	69.0% NS	40.9%	67.9%	59.1%	78.9% *	57.4%	71.9% NS	62.2%	66.7% NS
Drank only one kind of alcohol while drinking.	41.1%	35.2%	46.6% NS	34.8%	42.9%	18.2%	55.3% *	32.7%	49.1% NS	41.7%	40.0% NS
Consumed four or fewer drinks.	45.5%	42.6%	48.3% NS	43.5%	50.0%	36.4%	50.0% NS	47.3%	43.9% NS	43.2%	46.7% NS
Kept track of how many drinks you had to make sure you did not drink too much.	50.0%	44.4%	55.2% NS	36.4%	53.6%	45.5%	57.9% NS	45.5%	54.4% NS	41.7%	53.3% NS
Stayed with the same group of friends the entire time you were drinking.	83.8%	74.1%	93.0% *	82.6%	85.7%	81.8%	86.8% NS	83.3%	84.2% NS	81.1%	85.3% NS
Watched out for friends to make sure they stayed safe.	89.3%	84.9%	94.7% NS	90.9%	96.4%	86.4%	86.8% NS	92.6%	87.7% NS	94.4%	88.0% NS
Maintained a pace of one drink per hour (or less) when you were drinking.	31.5%	22.2%	41.4% *	18.2%	37.9%	31.8%	34.2% NS	29.1%	35.1% NS	36.1%	29.3% NS
Made arrangements to get home safely.	87.5%	83.3%	93.0% NS	95.7%	86.2%	72.7%	92.1% NS	88.9%	87.5% NS	94.4%	85.3% NS
Alternated non-alcoholic (water, etc.) with alcoholic beverages.	38.7%	37.7%	39.7% NS	47.8%	46.4%	31.8%	34.2% NS	40.0%	38.6% NS	35.1%	41.3% NS
Did not participate in a dinking game.	45.5%	44.4%	46.6% NS	47.8%	44.8%	40.9%	50.0% NS	45.5%	45.6% NS	38.9%	49.3% NS
Number of Protective Behaviors Used											
Mean #	8.34	7.84	8.79 NS	7.84	8.81	7.51	8.75 NS	8.19	8.48 NS	8.31	8.35 NS
% Used None	0.9%	0.0%	1.7% *	0.0%	0.0%	0.0%	2.6% NS	0.0%	1.7% NS	2.6%	0.0% NS
% Used 1-4	10.7%	18.5%	5.1%	8.7%	6.9%	13.0%	12.8%	9.1%	12.1%	7.9%	12.0%
% Used 5-8	38.4%	42.6%	33.9%	47.8%	44.8%	47.8%	23.1%	47.3%	31.0%	39.5%	38.7%
% Used 9-13	50.0%	38.9%	59.3%	43.5%	48.3%	39.1%	61.5%	43.6%	55.2%	50.0%	49.3%

<b>FALL WELCOME (During Day Drank the Most)</b>											
Avoided drinking or partying with mostly people you did not know.	72.0%	69.2%	74.1% NS	50.0%	77.6%	72.2%	82.4% *	64.9%	78.2% *	66.3%	74.4% NS
Arranged for a designated driver/Uber/Lyft.	88.4%	85.8%	92.3% NS	86.0%	92.5%	85.9%	89.2% NS	91.0%	85.7% NS	94.3%	86.0% *
Ate before or while you were drinking.	93.6%	93.3%	95.1% NS	87.7%	89.4%	98.6%	95.9% *	89.6%	97.0% *	92.0%	94.4% NS
Set a limit ahead of time as to the number of drinks you would have.	37.1%	42.5%	32.9% NS	28.1%	36.4%	47.9%	35.1% NS	33.1%	41.4% NS	34.1%	38.5% *
Cut yourself off before you had too much to drink.	73.1%	71.7%	75.5% NS	67.9%	73.1%	74.6%	75.3% NS	68.7%	77.4% NS	71.9%	73.7% NS
Drank only one kind of alcohol while drinking.	44.2%	46.7%	41.3% NS	37.5%	50.0%	39.4%	47.3% NS	43.6%	44.4% NS	43.2%	44.7% NS
Consumed four or fewer drinks.	50.6%	46.2%	53.1% NS	42.9%	52.2%	47.8%	58.9% NS	47.3%	53.0% NS	43.2%	54.2% NS
Kept track of how many drinks you had to make sure you did not drink too much.	59.6%	56.2%	62.7% NS	58.9%	59.1%	65.3%	54.1% NS	56.8%	62.4% NS	55.7%	61.5% NS
Stayed with the same group of friends the entire time you were drinking.	88.8%	86.7%	91.6% NS	84.2%	88.1%	91.5%	90.5% NS	87.2%	90.2% NS	84.3%	91.1% NS
Watched out for friends to make sure they stayed safe.	96.3%	94.2%	97.9% NS	96.5%	97.0%	94.4%	97.3% NS	97.7%	94.7% NS	97.7%	95.6% NS
Maintained a pace of one drink per hour (or less) when you were drinking.	31.3%	25.0%	36.1% NS	21.4%	38.8%	33.8%	29.7% NS	31.6%	30.3% NS	28.4%	33.0% NS
Made arrangements to get home safely.	95.1%	95.8%	96.5% NS	94.6%	92.4%	97.2%	95.9% NS	94.8%	94.7% NS	94.4%	95.0% NS
Alternated non-alcoholic (water, etc.) with alcoholic beverages.	42.9%	46.7%	39.9% NS	33.9%	37.9%	49.3%	47.3% NS	36.8%	48.5% NS	33.7%	47.5% *
Did not participate in a dinking game.	33.7%	28.1%	37.1% NS	32.1%	37.9%	38.0%	27.0% NS	32.8%	34.1% NS	31.0%	35.0% NS
<b>Number of Protective Behaviors Used</b>											
Mean #	8.89	8.73	9.08 NS	7.97	9.23	9.28	8.92 NS	8.60	9.19 NS	8.60	9.07 NS
% Used None	1.8%	1.6%	1.4% NS	3.4%	0.0%	0.0%	3.9% NS	1.5%	1.5% NS	1.1%	1.6% NS
% Used 1-4	4.8%	6.5%	4.1%	6.8%	7.6%	2.8%	2.6%	7.4%	3.0%	3.4%	5.5%
% Used 5-8	39.0%	40.7%	36.3%	50.8%	36.4%	36.6%	35.1%	43.4%	35.6%	43.8%	36.8%
% Used 9-13	54.4%	51.2%	58.2%	39.0%	56.1%	60.6%	58.4%	47.8%	60.0%	51.7%	56.0%

\* 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: 2019**

	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 <u>Believed to Approve</u>	61.8%	62.1%	61.5% NS	63.5%	59.4%	62.0%	61.8% NS	62.5%	61.0% NS	65.2%	60.9% NS
<u>Personally approve</u> of getting medical help for a friend who has drunk too much alcohol											
% of Respondents Approve	95.8%	95.5%	96.1% NS	94.7%	95.2%	93.8%	98.7% NS	94.7%	96.9% NS	95.9%	95.7% NS
<hr/>											
How likely you are you to call 9-1-1 for a friend who has passed out from drinking?											
% Extremely Likely	47.2%	43.0%	51.3% *	46.9%	45.7%	43.8%	51.3% NS	46.4%	47.9% *	49.0%	46.4% NS
% Somewhat Likely	36.6%	37.2%	36.9%	36.8%	37.8%	38.6%	33.9%	37.5%	35.3%	37.9%	36.2%
% Neither Likely Nor Unlikely	7.1%	8.4%	5.1%	5.7%	9.6%	5.7%	7.4%	8.4%	5.8%	6.6%	7.3%
% Somewhat Unlikely	7.3%	9.5%	5.4%	7.7%	5.3%	10.2%	7.0%	5.3%	9.9%	5.6%	8.1%
% Extremely Unlikley	1.7%	1.8%	1.2%	2.9%	1.6%	1.7%	0.4%	2.4%	1.0%	1.0%	2.0%
IF UNLIKELY: Reason (n =	<b>73</b>	<b>43</b>	<b>28</b>	<b>22</b>	<b>13</b>	<b>21</b>	<b>18</b>	<b>31</b>	<b>42</b>	<b>13</b>	<b>60</b>
Fear of legal consequences	30.6%	26.3%	36.9%	44.7%	44.6%	20.7%	14.3%	40.1%	23.4%	14.9%	33.9%
Fear of consequences from the University	15.5%	14.6%	18.4%	29.2%	27.2%	6.9%	0.0%	25.8%	7.7%	10.5%	16.6%
Fear of parental consequences	5.3%	2.9%	9.6%	5.8%	13.8%	0.0%	4.6%	9.8%	1.9%	4.7%	5.4%
Concern about what others might think	8.7%	4.0%	13.5%	16.3%	4.6%	10.7%	0.0%	9.5%	8.1%	4.4%	9.6%
Concern about medical costs	49.8%	54.9%	40.8%	47.7%	45.4%	51.4%	53.6%	42.6%	55.2%	39.6%	51.9%
Concern about how the friend who has passed out will react later	22.1%	20.1%	21.4%	21.7%	27.2%	34.3%	4.2%	22.5%	21.9%	14.9%	23.7%
Not sure the situation is an emergency	62.5%	51.7%	78.1%	73.7%	63.1%	56.8%	55.0%	77.5%	51.2%	81.0%	58.6%
Other (please specify)	0.9%	0.0%	2.4%	3.1%	0.0%	0.0%	0.0%	2.1%	0.0%	0.0%	1.1%

\* 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]: 2019**

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.	2.1%	2.6%	2.0%	3.1%	NS	2.4%	4.9%	2.0%	1.5%	NS	3.1%	2.1%	NS	3.4%	2.3%	NS	7.1%	1.9%	0.7%	0.0%	*	
b. Got into trouble with your college/university.	0.9%	1.1%	0.3%	1.7%	NS	2.4%	0.7%	0.7%	0.5%	NS	1.5%	0.6%	NS	1.1%	1.0%	NS	2.1%	1.3%	0.0%	0.0%	NS	
c. Physically injured another person.	2.1%	2.6%	3.3%	2.0%	NS	3.7%	4.2%	0.7%	2.0%	NS	3.7%	1.5%	NS	3.4%	2.3%	NS	6.4%	2.6%	0.0%	0.0%	*	
d. Did something that you later regretted.	25.1%	30.4%	26.1%	34.9%	*	38.2%	34.0%	27.5%	23.6%	*	38.6%	22.7%	*	46.9%	24.7%	*	55.6%	31.4%	9.4%	16.2%	*	
e. Forget where you were or what you did.	24.4%	29.6%	30.5%	29.3%	NS	36.4%	33.3%	27.6%	23.0%	*	36.4%	23.3%	*	40.0%	26.0%	*	58.2%	30.4%	8.8%	9.6%	*	
f. Got involved in a fight.	3.5%	4.2%	4.6%	3.7%	NS	3.7%	6.3%	3.3%	4.4%	NS	4.3%	4.2%	NS	9.1%	2.3%	*	13.5%	2.6%	0.0%	0.0%	*	
g. Had someone use force or the threat of force to have sex with you.	2.9%	3.5%	3.7%	3.4%	NS	7.3%	2.8%	2.6%	2.0%	*	4.3%	2.7%	NS	3.4%	3.5%	NS	5.6%	4.2%	2.2%	0.0%	NS	
h. Physically injured yourself.	9.1%	11.0%	9.9%	11.7%	NS	15.2%	14.7%	7.3%	7.8%	*	15.2%	7.2%	*	18.5%	8.2%	*	24.6%	11.3%	0.7%	2.8%	*	
i. Damaged a relationship with a family member, friend, or significant other.	5.7%	6.9%	6.0%	7.7%	NS	11.5%	7.6%	3.9%	4.9%	*	9.9%	4.2%	*	12.5%	4.9%	*	13.4%	7.4%	0.7%	4.1%	*	
j. Had unprotected sex.	18.1%	21.8%	24.1%	20.0%	NS	26.2%	29.4%	15.7%	17.2%	*	27.0%	17.3%	*	32.4%	18.1%	*	43.3%	20.8%	9.4%	8.1%	*	
k. Received a lower grade on an assignment, test, or paper.	11.8%	14.3%	14.2%	15.1%	NS	20.1%	16.7%	14.4%	8.3%	*	18.2%	11.0%	*	21.1%	11.9%	*	29.8%	12.2%	6.5%	8.2%	*	
l. Received a lower final grade in a class.	4.5%	5.4%	4.3%	6.3%	NS	10.4%	4.9%	6.6%	1.5%	*	7.8%	3.3%	*	9.7%	4.1%	*	10.6%	4.5%	2.2%	5.6%	*	
m. Missed class.	17.7%	21.4%	20.1%	22.8%	NS	28.0%	25.2%	22.9%	12.3%	*	27.6%	15.5%	*	30.3%	18.3%	*	42.3%	19.9%	9.4%	11.0%	*	
n. Missed work.	4.4%	5.3%	5.3%	5.7%	NS	7.3%	6.9%	4.7%	3.0%	NS	6.5%	4.2%	NS	4.0%	5.8%	NS	7.9%	5.8%	2.9%	2.7%	NS	
Non-Drinkers	17.2%	--																				
None	38.0%	45.9%	46.4%	44.2%	NS	36.4%	39.3%	45.9%	58.3%	*	34.9%	55.5%	*	27.4%	51.7%	*	16.2%	39.4%	76.6%	74.0%	*	
1-3 Different Harms	32.1%	38.7%	40.2%	38.5%		40.0%	42.1%	42.0%	32.8%		43.5%	34.7%		46.9%	36.4%		44.4%	48.3%	19.7%	20.5%		
4-6 Different Harms	8.9%	10.8%	7.8%	13.3%		15.8%	12.4%	9.6%	6.4%		14.8%	7.1%		18.9%	8.0%		25.4%	9.1%	3.6%	2.7%		
7-14 Different Harms	3.8%	4.6%	5.6%	4.0%		7.9%	6.2%	2.5%	2.5%		6.8%	2.7%		6.9%	3.9%		14.1%	3.2%	0.0%	2.7%		
At Least 1 Harm	44.8%	54.1%	53.7%	55.7%	NS	63.6%	60.7%	53.8%	41.7%	*	65.1%	44.7%	*	72.6%	48.2%	*	83.8%	60.6%	23.9%	26.0%	*	

\* 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: 2019**

	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?	59.9%	59.0%	60.5% NS	72.9%	50.0%	60.7%	55.8% *	60.1%	59.5% NS	61.6%	59.2% NS	64.5%	62.1%	62.0%	56.2%	49.3% NS
Do you remember what the message said or what the message was about	35.3%	30.5%	38.9% NS	40.4%	35.1%	31.5%	32.5% NS	36.5%	34.1% NS	35.2%	35.5% NS	29.7%	31.3%	42.4%	48.8%	36.2% NS
Which of the following images or messages, if any, do you recall seeing anywhere on or off campus this academic year?																
Image 1: Back to School	62.1%	62.0%	62.0%	67.8%	67.2%	59.6%	54.6%	66.8%	56.6%	65.5%	60.9%	66.7%	65.8%	54.3%	60.8%	56.8%
Image 2: Winter Break	31.7%	29.3%	33.7%	38.2%	32.4%	33.7%	23.5%	36.0%	26.6%	33.3%	31.0%	31.9%	34.2%	29.9%	26.0%	30.9%
Image 3: Stop Day	28.1%	29.3%	26.3%	28.8%	28.6%	30.3%	25.4%	29.2%	26.6%	25.9%	28.5%	34.0%	29.7%	27.0%	24.3%	21.7%
Image 4: Same Friends	30.2%	35.6%	24.4%	35.1%	28.2%	29.4%	28.1%	32.3%	27.6%	32.0%	29.3%	32.6%	34.4%	27.7%	26.0%	22.3%
Image 5: Basketball	47.1%	44.3%	49.6%	46.6%	55.3%	39.5%	46.5%	48.8%	45.5%	52.8%	45.2%	47.1%	48.5%	44.2%	43.8%	48.2%
Image 6: Football	23.7%	25.1%	21.8%	20.3%	29.3%	26.4%	19.9%	24.2%	23.2%	27.3%	22.5%	32.9%	22.3%	23.4%	21.6%	18.7%
Image 7: Rally	22.7%	25.4%	20.3%	26.6%	22.9%	22.5%	19.0%	24.6%	20.8%	25.8%	21.7%	28.4%	21.7%	19.7%	18.9%	23.9%
Image 8: Spring Break	23.1%	22.4%	23.2%	22.7%	26.1%	19.0%	23.9%	24.2%	22.0%	23.7%	23.0%	22.1%	24.4%	24.1%	24.7%	19.4%
Image 9: T-Shirt	62.8%	59.3%	66.1%	61.2%	60.0%	67.2%	63.2%	62.4%	62.8%	62.9%	62.5%	66.7%	67.9%	65.9%	54.1%	48.9%
Image 10: Same Friends	5.3%	5.3%	4.6%	6.3%	4.8%	7.3%	3.1%	5.6%	5.0%	7.1%	4.7%	5.7%	5.2%	5.1%	6.8%	3.6%
<b>Number of Image Seen (All Respondents)</b>																
Mean Number Images Seen	3.34	3.35	3.32 NS	3.52	3.53	3.32	3.03 NS	3.54	3.14 **	3.56	3.27 NS	3.67	3.48	3.20	3.07	3.34 **
None	7.8%	7.8%	7.8% NS	6.3%	8.0%	7.1%	9.7% NS	7.6%	8.3% *	8.5%	7.9% NS	9.1%	4.7%	9.2%	16.2%	8.5% *
1-2 Images	35.8%	37.2%	34.5%	38.7%	26.1%	36.7%	40.1%	31.9%	39.2%	31.1%	37.2%	28.8%	33.9%	35.1%	32.4%	49.6%
3-4 Images	35.5%	32.7%	38.1%	31.4%	40.3%	38.5%	33.2%	35.6%	35.6%	39.0%	34.2%	32.6%	38.6%	40.5%	32.4%	27.1%
5-6 Images	10.5%	10.9%	9.9%	11.0%	15.3%	6.5%	9.2%	13.9%	6.9%	10.2%	10.5%	14.4%	12.2%	5.3%	10.3%	7.8%
7 or more images	10.5%	11.5%	9.7%	12.6%	10.2%	11.2%	7.8%	11.0%	9.9%	11.3%	10.2%	15.2%	10.5%	9.9%	8.8%	7.0%
Where did you see the images or messages? (Check all that apply) -- <b>Of those who recall seeing messages</b>																
Poster	74.3%	74.8%	74.2%	83.8%	78.3%	74.3%	60.0%	81.2%	66.4%	72.7%	75.2%	71.3%	77.4%	73.9%	59.7%	NA
Table Tent	16.3%	14.5%	18.4%	15.8%	11.9%	18.0%	19.6%	16.1%	16.8%	15.8%	16.5%	17.1%	12.9%	22.3%	31.6%	NA
Movie Slide/Digital Screens	19.4%	19.1%	19.5%	18.7%	17.5%	21.3%	20.5%	19.4%	19.6%	24.2%	17.9%	21.2%	20.0%	22.2%	15.5%	NA
Facebook	7.2%	6.9%	7.0%	5.1%	7.5%	8.9%	7.9%	6.6%	8.2%	7.8%	7.1%	4.0%	9.7%	5.9%	4.5%	NA
Twitter	11.1%	10.6%	11.5%	9.4%	11.4%	13.4%	10.7%	11.0%	11.4%	7.7%	12.3%	4.7%	13.8%	16.3%	8.8%	NA
Instagram	8.8%	8.0%	9.9%	8.0%	10.0%	8.6%	8.8%	8.5%	9.4%	9.6%	8.6%	4.9%	12.1%	8.0%	7.0%	NA
T-Shirt/Sweatshirt	56.1%	51.9%	61.1%	57.3%	51.2%	56.7%	59.2%	56.5%	55.0%	60.4%	54.5%	57.0%	62.7%	54.6%	49.3%	NA
Campus Events	32.3%	33.5%	31.0%	35.0%	28.7%	33.2%	32.1%	33.7%	30.9%	33.2%	32.2%	40.2%	31.2%	30.6%	39.4%	NA
Bulletin Board	48.3%	40.5%	56.1%	47.8%	47.3%	53.1%	45.8%	49.2%	47.9%	54.0%	46.6%	46.6%	49.8%	47.3%	51.5%	NA
Waterbottle	12.3%	12.7%	11.8%	9.9%	12.4%	11.8%	15.4%	11.4%	13.7%	10.9%	12.9%	18.6%	13.9%	7.8%	6.8%	NA
Magnet	7.0%	6.7%	7.0%	6.3%	7.3%	8.9%	5.8%	8.0%	5.9%	5.6%	7.5%	12.4%	8.1%	0.7%	5.4%	NA
Bathroom Stall	50.4%	35.8%	63.3%	50.0%	51.7%	47.5%	52.0%	51.9%	49.1%	54.5%	49.1%	54.7%	51.4%	47.4%	53.1%	NA



Altogether, about how many times this academic year have you seen these images or messages, including seeing the same one multiple times <b>(Of those who recall seeing messages)</b>																			
1-3 times	28.5%	32.2%	25.1% *	23.8%	23.5%	28.9%	36.0% *	23.7%	33.6% *	27.7%	28.8% NS	30.1%	22.8%	29.6%	30.6%	38.2% *			
4-7 times	30.2%	27.2%	33.0%	30.7%	34.9%	26.5%	29.1%	32.0%	28.2%	29.4%	30.4%	29.3%	31.4%	34.4%	29.0%	24.4%			
8-15 times	22.7%	19.4%	25.7%	20.6%	27.1%	24.7%	19.2%	23.1%	22.1%	25.4%	21.8%	22.0%	22.1%	26.4%	16.1%	23.6%			
16-21 or more times	18.7%	21.2%	16.2%	24.9%	14.5%	19.9%	15.8%	21.2%	16.1%	17.5%	19.0%	18.7%	23.8%	9.6%	24.2%	13.8%			
How believable is the information in the message(s) you have seen? <b>(Of those who recall seeing messages)</b>																			
Very Believable (1)	32.3%	27.1%	37.2% *	38.5%	32.4%	34.1%	24.9% *	35.6%	28.2% *	31.7%	32.4% NS	26.8%	34.9%	28.6%	31.7%	35.2% NS			
Somewhat Believable (2)	53.4%	56.1%	50.7%	47.2%	56.6%	52.1%	57.6%	51.7%	55.8%	50.3%	54.6%	54.3%	50.7%	58.7%	55.6%	51.6%			
Neither Believable nor Unbelievable (3)	9.5%	11.7%	7.4%	5.6%	8.1%	11.4%	12.7%	7.0%	12.0%	12.6%	8.3%	15.7%	8.1%	8.7%	4.8%	10.2%			
Somewhat Unbelievable (4)	4.9%	5.1%	4.7%	8.7%	2.9%	2.4%	4.9%	5.7%	4.0%	5.5%	4.7%	3.1%	6.4%	4.0%	7.9%	3.1%			
Very Unbelievable (5)	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%			
Did you talk to anyone about the information in the message(s)? <b>(Of those who recall seeing messages)</b>																			
Yes	9.2%	8.2%	9.5% NS	13.8%	11.1%	7.1%	4.9% *	11.5%	7.1% *	9.3%	9.4% NS	7.1%	12.8%	4.0%	11.1%	7.9% *			
With whom did you share the information you learned from the message(s)? (Check all that apply) -- <b>(Of those who recall seeing messages)</b>																			
Friends (1)	82.4%	79.7%	86.3%	71.9%	80.1%	93.9%	100.0%	75.5%	94.3%	96.3%	77.8%	86.8%	85.2%	87.2%	44.5%	92.3%			
Family (2)	29.3%	22.6%	30.1%	30.6%	38.2%	32.5%	7.1%	31.8%	25.1%	18.3%	33.0%	21.7%	28.1%	46.3%	40.5%	24.7%			
Classmates (3)	27.4%	29.0%	27.3%	25.4%	31.5%	26.4%	26.5%	29.3%	24.1%	28.4%	27.0%	17.4%	37.0%	0.0%	9.0%	25.6%			
Co-workers (4)	13.0%	21.5%	7.4%	10.0%	16.4%	26.0%	0.0%	13.2%	12.7%	8.1%	14.6%	8.0%	16.7%	0.0%	0.0%	19.7%			
A girlfriend or boyfriend (5)	17.2%	30.1%	8.3%	20.8%	7.4%	0.0%	44.6%	16.2%	18.8%	10.1%	19.5%	8.8%	24.1%	0.0%	24.0%	0.0%			
Roommate (6)	29.3%	28.3%	31.6%	34.2%	36.8%	12.4%	23.2%	40.6%	9.8%	41.4%	25.3%	44.0%	36.1%	0.0%	20.6%	7.0%			

\* 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.

**Table 11. Comparisons of Drinking During Last Time Partied vs. Last Time Drank Any Alcohol Since Last Partied/Socialized: 2019**

		% YES OF DRINKERS
Since you last "partied"/socialized [fill last date partied/socialized], have there been any more recent days in which you also drank alcohol?		29.7%
What were you doing the last time you drank any alcohol? (Please check all that apply)		
At a bar/club/brewery, etc		17.5%
At my or another person's home, apartment, residence hall room, etc		38.1%
At dinner, lunch, breakfast, etc		14.3%
Socializing, hanging out with friends		32.3%
Socializing, hanging out with family		16.1%
At work or a work event		2.2%
At a party, partying, etc		7.2%
At a sporting event, concert, festival, etc		2.0%
Watching TV, sports, movies, playing video games		32.5%
Studying, doing school work		9.3%
Celebrating an event - holiday, spring break, birthday, etc		14.2%
Relaxing, winding down, chilling, reading, etc		28.5%
Playing board games, card games, etc		5.7%
On vacation, traveling, etc		3.8%
Other please specify		0.9%
<b>Partied/ socialized</b>		
<b>Drank Any Alcohol Since Last Party</b>		
How long ago was last time . . . (Drinkers only)		
Less than a week ago	55.9%	83.6%
1 week ago	16.7%	10.3%
2 weeks ago	4.9%	2.1%
3 weeks ago	7.1%	1.5%
1 month ago	7.4%	2.6%
2 months ago	1.8%	0.0%
3 months ago	4.1%	0.0%
4-11 months ago	1.7%	0.0%
1 year ago or more	0.3%	0.0%
How many drinks consumed (drinkers only)		
Zero	5.8%	0.0%
1	11.4%	44.6%
2	16.9%	24.9%
3	13.0%	6.7%
4	12.7%	9.8%
5	13.1%	3.6%
6	7.5%	3.6%
7 or more	19.7%	6.7%

Recency Party vs. Drank			
	Party more recent than last drank	3.2%	
	Last drank at party	72.2%	
	Drank more recently than last party	24.6%	
		<b>Mean Difference</b>	<b>Min Max</b>
Party drinking vs. Other drinking (all drinkers)			
	Number Drinks Party - Number Drinks Last Drank	.64	-10.00 13.00
Party drinking vs. Other drinking (Only those who drank since last partied)			
	Number Drinks Party - Number Drinks Last Drank	1.57	-4.00 9.00
		<b>Partied/ socialized</b>	<b>Drank Any Alcohol</b>
<b>Day of the Week</b>			
	Sunday	2.9%	10.2% 11.8%
	Monday	2.1%	8.7% 10.5%
	Tuesday	6.2%	11.7% 14.5%
	Wednesday	6.2%	15.8% 15.8%
	Thursday	9.1%	10.2% 10.5%
	Friday	26.3%	13.8% 9.2%
	Saturday	47.3%	29.6% 27.6%

**Table 12. Non-Drinkers' Reasons, Campus Engagement, Stress, Perceived Support and Suggestions for Assistance: 2019**

<b>Type of Harm Experienced as Result of Drinking (Asked of Drinkers Only)</b>		<b>% of All Respondents</b>					
Never Drank		14.7%					
No longer drink/quit drinking		2.5%					
<b>[IF NEVER DRANK] Reasons you choose not to drink alcohol? (Check all that apply.)</b>		<b>% of Non-Drinker Respondents</b>					
1. Drinking doesn't interest me		71.6%					
2. Don't like the taste of alcohol		34.2%					
3. Under 21, don't want to get into legal trouble		39.0%					
4. Drinking would threaten my health and wellness		26.3%					
5. Drinking would interfere with my responsibilities (i.e. school, work, family, etc.)		47.1%					
6. In recovery		.8%					
7. Have a family history of addiction		10.1%					
8. Friends are against drinking		4.0%					
9. Religious beliefs		22.1%					
10. Other (Please specify):		3.5%					
	N=	209					
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
	23.0%	18.7%	25.9%	14.4%	18.0%	100.0%	139
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
	33.8%	16.5%	23.0%	12.2%	14.4%	100.0%	139

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)	2.2%	1.5%	7.3%	8.0%	81.0%	100.0%	137	
Friends (2)	3.6%	10.9%	21.2%	32.1%	32.1%	100.0%	137	
Roommate(s) (3)	3.0%	4.4%	25.2%	21.5%	45.9%	100.0%	135	
Peers at [UNIVERSITY NAME] (4)	7.4%	19.9%	30.9%	21.3%	20.6%	100.0%	136	
The [UNIVERSITY NAME] community (5)	5.1%	8.8%	27.0%	21.9%	37.2%	100.0%	137	
The town/community where you live (6)	2.2%	7.3%	32.1%	28.5%	29.9%	100.0%	137	

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	34.0%
2. Provide more university sponsored alcohol-free spaces and events	37.3%
3. More education/awareness on risks and consequences of drinking	13.3%
4. Enforce current laws and university policies regarding alcohol	19.6%
5. Health campaigns that support non-drinking students	12.4%
6. Incentives (free soda, juice, coffee, etc.) for students who do not drink	35.5%
7. Change campus culture regarding drinking	27.3%
8. Counseling and support services for non-drinking students	3.3%
9. Facilitate connections among non-drinking students	17.7%
10. Other (please specify) _____	1.4%
N=	209