

Results of the 2006 Health Promotion Alcohol Survey

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Table of Contents

Introduction	4
Methodology	5-7
The Sample	7-8
Gender Composition	7
Racial Composition	8
Class Composition	8
Exposure to Alcohol Education Efforts	8-9
Aggregate Sample	9
First-Year Sample	9
Mean & Median Drinks Per Week	9-18
Aggregate Sample	10-11
First-Year Sample	12-13
Longitudinal.....	13
Second-Year Sample	14
Third-Year Sample	14
Fourth-Year Sample	15
Class Comparisons	15- 16
Estimated Blood Alcohol Concentration	16
By Gender and Fraternity or Sorority Status	17-18
Longitudinally by Gender and Fraternity or Sorority Status	18
Perceived Number of Drinks Per Week	18-22
Upper-class Sample	19-20
First-Year Sample	20-22
Longitudinal	22
Fraternity and Sorority.....	22
Change In Alcohol Use	23
Abstainers.....	23
Drinking and Driving	23-25
Protective Behaviors	25-31
When I Drink, I	25-26
When I'm With Someone Else Who Is Drinking, I	26-31
Longitudinal First-Years.....	29-31
Negative Consequences of My Alcohol Use	32-36
Aggregate Sample	32, 34, 37
Longitudinal First-Years.....	33
First-Year Males	35
First Year Female.....	36

Attitudes37

Leadership and Alcohol Consumption38-39

Extracurricular Activities and Alcohol Consumption.....38

GPA and Alcohol Consumption39

Fourth-Year Fifth Participation39

Tobacco Use.....40

Discussion and Recommendations41-42

Introduction

Since 1999, the Office of Health Promotion in the Department of Student Health has been conducting a social norms marketing program to reduce high-risk drinking among university undergraduate students. The program follows the research of Michael Haines, Wes Perkins, Alan Berkowitz and others who have seen marked success in reducing high-risk drinking among college students by correcting misperceptions about drinking. (For a complete reference list of relevant research, see Appendix A) Research into the utility of the social norms approach at the University of Virginia (UVA) began in 1999 with the administration of the *Health Promotion Survey* to a random sample of first-year students. The *Health Promotion Survey* was developed in-house in consultation with a social norms expert and scientists at UVA's Center for Survey Research. It was designed to collect information on alcohol use, perceptions, behaviors and attitudes among University of Virginia students. Many of the items were borrowed from other well-established national surveys on collegiate drinking such as the *Core* and the *Harvard College Alcohol Study*. The results of this survey indicated that, like other students across the country, first-year students at UVA overestimate the extent to which their peers drink. Data from this survey was used to create a series of posters called the *Real Grounds*, placed in the bathroom stalls of the first-year residence halls that provided students with accurate information about the drinking behaviors of other first-year students. The posters also provided information on first-year students' drinking attitudes, protective behaviors and aid to an intoxicated friend. The *Health Promotion Survey* was administered again in the spring of 2000 to the entire first-year class to assess the impact of the poster series.

Although the data collected in 1999 and 2000 represented responses from two separate classes of students, thereby limiting the conclusions that could be drawn, and the early results were promising. The poster series, renamed the *Stall Seat Journal*, continued in the 2000-2001 academic year with modifications to accommodate student feedback and survey results. With an eye towards the future and the encouragement of the early results, the decision was made to move towards initiating a campus-wide social norming campaign. This decision required the administration of the Health Promotion Survey to a random sample of the entire undergraduate population. Concerns about rising drug use among UVA students, coupled with questions about the applicability of the social norms approach to drug abuse prompted the inclusion of several drug-related questions in addition to the alcohol questions already in place. Consequently, the *Health Promotion Survey* was renamed the *Health Promotion Alcohol and Other Drug Survey* and approved by the Institutional Review Board (IRB) for administration (Project Number 2001007300). It subsequently became apparent that focusing on alcohol was paramount in our efforts to keep the UVA population safe and healthy. Thus, in 2002, the survey became the *Health Promotion Alcohol Survey*. The purpose of this survey was threefold: 1) to collect relevant norming statistics from the first-year population to continue the current social norms campaign 2) to collect relevant norming statistics for the entire undergraduate population to begin a campus-wide social norming campaign and 3) to collect data to study the impact of the social norms marketing campaign.

The 2006 Health Promotion Alcohol Survey was administered to a random sample of 5,157 undergraduate students via a web site on the World Wide Web. What follows is a re-examination of the rationale for administering a web-based survey, the redesign of this particular survey, the costs and benefits of this design, the challenges encountered in preparing and administering this survey, the comments received from students about the web design and the results from the survey.

Rationale

There are myriad ways to survey college students. Surveys can be mailed to students, administered in randomly selected classes, administered in residence halls, distributed in high-traffic areas, or left in various campus locations for students to pick up, complete, and return. Of all of these methods, only mailed surveys provide researchers with the opportunity to conduct a truly randomized study that controls sample bias. Mailed surveys have proven methodologies that may result in high

response rates, as well as high expenses. Web based survey, a newer intervention, has begun to replace the paper/pencil traditional survey method.

National norms on the American freshman, collected in the fall of 2000 by the American Council on Education and the University of California Los Angeles Higher Education Research Institute, revealed that 78.5% of entering freshmen across the country had used a personal computer in the last year. 67.4% of entering freshmen had frequently used the Internet for research or homework, and 65.6% had often communicated via e-mail. Although computer usage statistics are a bit harder to come by once students have matriculated, with colleges and universities installing computers in libraries, classrooms, residence halls, cyber-cafes, and student unions, it is reasonable to assume that most college students use computers regularly. Students are accustomed to submitting their homework and taking quizzes on-line, ordering books and CD's on the World Wide Web, and communicating with friends and family around the world through e-mail. For this generation of students, completing a paper and pencil questionnaire is not only outdated, but also cumbersome and time-consuming given how quickly they are used to communicating. Consequently, administering surveys using the World Wide Web meets students at their level and accommodates their abilities and preferences.

Redesign, Costs & Benefits

As web-based survey technology is relatively new, there is little in the way of recommended methodology for conducting these types of surveys. An expert in the field of survey research, Dillman has published an updated version of his survey methodology, titled "Mail and Internet Surveys: The Tailored Design Method." There are new sections describing the benefits and pitfalls of using web-based surveys. The primary shortfall of this application, according to Dillman, is low response rate. In addition, the Center for Survey Research at the University of Virginia conducted a study comparing the response rate of a survey instrument utilizing a web-based technology and a paper/pencil mailed application. They found that the response rate for the web-based application was significantly lower than the mailed version. Why, then, venture to survey UVA students via the World Wide Web? Cost and sophistication of the UVA student. The costs are considerably lower when using a web-based application and the UVA student is extremely adept at using the web and does on a frequent basis. To further ensure a high response rate, the survey instrument itself was web-based, but the invitation to complete the survey was mailed, along with a monetary incentive, which Dillman suggests is the single most important factor in survey response rate. Dillman further suggest that one to two dollars is all that is necessary to represent a "token of appreciation." The money is not viewed as payment for taking the survey, but rather as a social exchange. To build upon the esteemed reputation of the University's founder, Thomas Jefferson, the Jefferson two-dollar bill was used as the token of appreciation. The cost for this incentive was \$10,314 and the incentive proved a huge success with the students. The response rate was 47% of those randomly sampled.

Methodology

The 2006 survey included all of the questions from the 2005 Health Promotion Survey, with the addition of perception questions around the use of the UVA emergency room, attitudes around drinking and the omission of questions regarding the average numbers of drinks for the weekend. Some questions pertained only to first-year students, and some questions pertained only to upper-class students (2nd-4th years). Consequently, two versions of the survey were implemented: one for first-year students, and one for upper-class students.

The survey remained in a web-based application, while changes were made to the survey format. The initial change, made last year, was to separate participants who had consumed alcohol in the past 12 months, from those who did not consume any alcohol in the past 12 months. The participants, who indicated that they did not drink, were automatically forwarded past any question that pertained to personal consumption of alcohol. To accomplish these updates to the survey, the Office of Health

Promotion consulted with Tracy Scharer and Lew Burrus from the Office of Information Technology and Communication (ITC) about the web survey concept. Ms. Scharer and Mr. Burrus agreed to contract with Health Promotion to design and maintain the survey at a cost of \$75/hr., with an estimate of 42 hours of labor. The Office of Health Promotion provided all text for the survey including the updated survey questions and corresponding SPSS data labels and numeric codes, welcome page, informed consent agreement and debriefing page. ITC took responsibility for designing the survey web site and the database, with input from Health Promotion.

The survey was constructed in ASP format. Upon accessing the survey web site, students were taken to a welcome page that provided a few tips for taking the survey. The welcome page led to the informed consent agreement. Because original signatures could not be collected, an "I Agree" button was placed at the bottom of the informed consent page. Students were instructed that, by clicking on this button, they were agreeing to participate in the study described in the informed consent. Students could print this page out and keep it for their records, if they desired. Following indication of consent, the web site asked participants to indicate whether or not they were a first-year student. Their indication led the web site to call up the appropriate survey.

Students moved through the web site using "next" and "previous" buttons. They were asked not to use the "forward" and "back" buttons on their browsers. Participants could review their responses to any question at any time until they completed the final questions and clicked on "finish." If a participant did not answer a particular question a message appeared informing the participant of the omission. Participants were allowed to skip any question they felt uncomfortable answering, so the message simply stated that they had not answered the last question and offered to take them back to the question if they had skipped it unintentionally. This message appeared every time a question was skipped and served as a back-up system for catching missed questions.

E-mail addresses for the entire sample were received electronically from the Registrar's Office, while the Center for Survey Research drew the random sample. The sample took into account previous response rates for all classes and genders. The final random sample was then forwarded to UVA Copying and Printing Services (CPS). CPS printed the introduction letter and envelope for the first mailing. To encourage students to participate in the survey, the Office of Health Promotion enclosed a Jefferson two-dollar bill as a token of appreciation. The two-dollar bills were included in the introduction letter, which was sent to students via the postal service. The entire process was moderated by an Office of Health Promotion staff member to ensure proper handling of the cash incentives. Two days later, an e-mail message, approved from the Vice President of Student Affairs was sent to each participant. The e-mail made reference to the letter sent and requested that students participate in the web site survey. One week later, each participant was mailed a post card reminder regarding the survey. The post card reiterated that due to the anonymity of responses, it was not possible to know whether or not the participant had actually already completed the survey. The students were thanked for their (potential) participation and given the URL address of the web site survey. A final e-mail was sent one week later, with a similar reminder and thank you note. The survey remained open from January 27 through March 3, 2006.

Response Rate

The survey included a sample of 5,157 students, of which 97 surveys were returned for insufficient address, for a total of 5,060 participants in the sample. There were 3,064 participants (60.5%) who logged in to take the survey. In all, the web site collected 2,388 usable surveys, a 47% response rate.

A literature review was conducted prior to the survey and it was determined that up front incentives are more effective in increasing response rate versus after-the-fact lotteries. In addition, the literature showed that using multiple forms of contact (web based and mailed based) has a positive impact on higher response rate. The initial 60.5% response rate is thought to be due to the up front two-dollar bill, token of appreciation, as well as the multiple forms of contacts of the participants.

Recommendations

The survey process was a fairly smooth one, due to the accumulated knowledge of the six previous surveys. The following is a recommendation for next year's survey is based on success of change made during this year's survey.

- 1) Continuation of same time sampling with the Health Behavior Survey which is implemented during the same time frame. This eliminates the risk of the same student receiving both surveys, while still remaining a random sample.

Student Comments/E-Mail Log

<u># of Requests</u>	<u>Issue</u>	<u>Resolution</u>
15	Participant requested to be omitted from reminder notifications as they had taken the survey.	Responded to participant to inform them of our survey procedure and due to its anonymous nature, they would be receiving another reminder and to disregard it.

The Sample

54.1% of the total sample is female (n=1292). 45.9% of the total sample is male (n=1096). All participants answered this question. These results are almost identical to the gender composition of the undergraduate student body at UVA. Table 1 contains a comparison of the gender composition of the sample to the gender composition of the entire undergraduate student body. Table 2 compares the gender composition of the first-year students in the sample to the gender composition of the entire first-year student body. 50.7% of the first year's sample is female (n= 323) with 49.3% being male (n=638). Males were over sampled based on the rate of survey participation from previous years.

Table 1: Gender Composition of Sample vs. Undergraduate Student Body

Gender	Sample	Student Body
Female	54.1%	54.0%
Male	45.9%	46.0%

Table 2: Gender Composition of First-Year Sample vs. First-Year Student Body

Gender	Sample	Student Body
Female	50.7%	56.0%
Male	49.3%	44.0%

The age of the sample ranges from 17 to 25, with the majority of respondents (98.0%) falling into the 18-25 age range. The mean age of the sample is 20.13 years. The sample mirrors the ethnic make up of the University as a whole. Table 3 illustrates the ethnicity of the sample and compares it to the ethnicity of the entire undergraduate population.

Table 3: Racial/Ethnic Composition of Sample vs. Undergraduate Student Body

Ethnicity	Number of Cases	Percent of Sample	Percent of Undergraduate Population
Black/African American	184	5.3%	8.9%
American Indian or Alaska Native	3	0.3%	0.2%
Asian	220	11.4%	10.6%
Caucasian	1352	73.7%	65.3%
Hispanic/Latino	74	3.6%	3.6%
Pacific Islander/Native Hawaiian	10	0.5%	n/a
Other	236	5.2%	11.4%
Missing	307	n/a	n/a

Class Composition

There are 1,192 first-year students in the sample (49.9%), 396 second-year students (16.6%), 391 third-year students (16.4%) and 402 fourth-year students (16.8%). 7 (0.2%) participants reported being in their fifth or sixth year of school. This imbalance was corrected by weighting the sample by class when reporting aggregate results. Weighting the sample by class ensures that the data provided by upper-class students is not rendered null by the sheer number of first-year students in the sample.

Exposure to Alcohol Education Efforts

Students were asked how often they had been exposed to different alcohol education efforts since the beginning of the academic year. Table 4 reports the percentage of students in the entire sample indicating that they had been exposed to a particular alcohol education effort. It is important to note that upper-class students were not asked about their exposure to the social norms campaign, the Stall Seat Journal, as that campaign operates only in the first-year residence halls. The table indicates that most students have very little exposure to alcohol education efforts with the exception of seeing the *Hoo Knew* poster series. When first-year students are analyzed individually, a different picture emerges. Table 5 reports the percentage of first-year students indicating that they have been exposed to a particular alcohol education effort. A large majority, 97.5%, of first-year students in the sample, reported seeing the Stall Seat Journal bathroom poster at least once, with 95.2% seeing it twice or more. The second most common source of alcohol information for first-year students was the *Hoo Knew* poster series, at 82.0%, followed by 29.5% of first-year students reporting having had a conversation about their drinking at least once with their RA. It is notable to mention that 14.9% of first years surveyed mentioned attending a Peer Health Education Program at least once.

Table 4: Aggregate Sample Exposure to Alcohol Education Efforts

Activity	Not at all	Once	Twice or more
Attended an alcohol presentation given by ADAPT	82.7%	14.9%	2.4%
Attended an alcohol presentation given by a PHE	81.8%	14.1%	4.1%
Attended the Choices alcohol education class	96.6%	2.6%	0.8%
Seen the <i>Hoo Knew?</i> posters	25.3%	15.7%	59.0%
Taken a course that covered alcohol issues	83.1%	11.7%	5.2%
Had a conversation about your drinking with an RA/RC	87.6%	8.8%	3.6%
Had a conversation about your drinking with a counselor	95.6%	3.5%	0.9%
Had a conversation about your drinking with a faculty member or TA	93.8%	4.0%	2.1%

Table 5: First-Year Sample Exposure to Alcohol Education Efforts

Activity	Not at all	Once	Twice or more
Attended an alcohol presentation given by ADAPT	82.6%	17.0%	0.4%
Attended an alcohol presentation given by a PHE	85.1%	14.4%	0.5%
Seen the Stall Seat Journal bathroom poster	2.5%	2.3%	95.2%
Attended the Choices alcohol education class	96.7%	2.7%	0.7%
Seen the <i>Hoo Knew?</i> posters	18.0%	14.7%	67.3%
Taken a course that covered alcohol issues	87.7%	9.0%	3.3%
Had a conversation about your drinking with an RA	70.5%	18.5%	11.0%
Had a conversation about your drinking with a counselor	94.8%	3.8%	1.4%
Had a conversation about your drinking with a faculty member or TA	90.6%	6.5%	2.9%

Mean & Median Drinks Per Week

Participants were asked to report the average number of drinks they consume each week. The Mean number of drinks per week (Monday through Sunday) for the aggregate sample is 8.14 drinks and the Median is 5.0 drinks. The median is often used as a more accurate measure when the mean is skewed by extreme responses. Figure 1 provides a graphical representation of the percentage of students consuming a particular number of drinks each week. Table 6 summarizes the frequencies for the aggregate sample and provides the relevant measures of central tendency. The response option for the question “How many drinks do you consume?” was worded differently in 2004. This year’s 2006 survey asked participants to estimate how many drinks they consumed per week and per weekend which was defined as Thursday through Saturday. Based on the data, 53.5%, of all UVA students consume an average of 0 - 5 drinks each week (Monday through Sunday). 15.9% of all UVA students abstain from drinking.

Table 7 provides the frequencies and measures of central tendency for first-year students. The median number of drinks per week for first-year students (n=856) is 5.0. Figure 2 provides a graphical representation of this data. Both the frequency table and the graph indicate that 52.3% of first-year students consume 0-5 drinks per week (Monday through Sunday), with 17.8% of first-year students reporting that they have not had a drink in the past twelve months.

Table 6: Number of Drinks Per Week (Aggregate Sample)

N = 1,877			
Median = 5.0			
Mean = 8.14			
Number Drinks/Wk	Frequency	Percent	Cumulative Percent
0	298	15.9	15.9
1	194	10.3	26.2
2	147	7.8	34.0
3	137	7.3	41.3
4	108	5.8	47.1
5	120	6.4	53.5
6	93	5.0	58.4
7	54	2.9	61.3
8	114	6.1	67.4
9	18	1.0	68.4
10	127	6.8	75.1
11	5	0.3	75.4
12	70	3.7	79.1
13	8	.4	79.5
14	15	0.8	80.3
15	83	4.4	84.8
16	11	0.6	85.3
17	4	0.2	85.6
18	17	0.9	86.5
19	2	0.1	86.6
20	88	4.7	91.3
21	3	0.2	91.4
22	3	0.2	91.6
23	2	0.1	91.7
24	10	0.5	92.2
25+	146	7.8	100.0

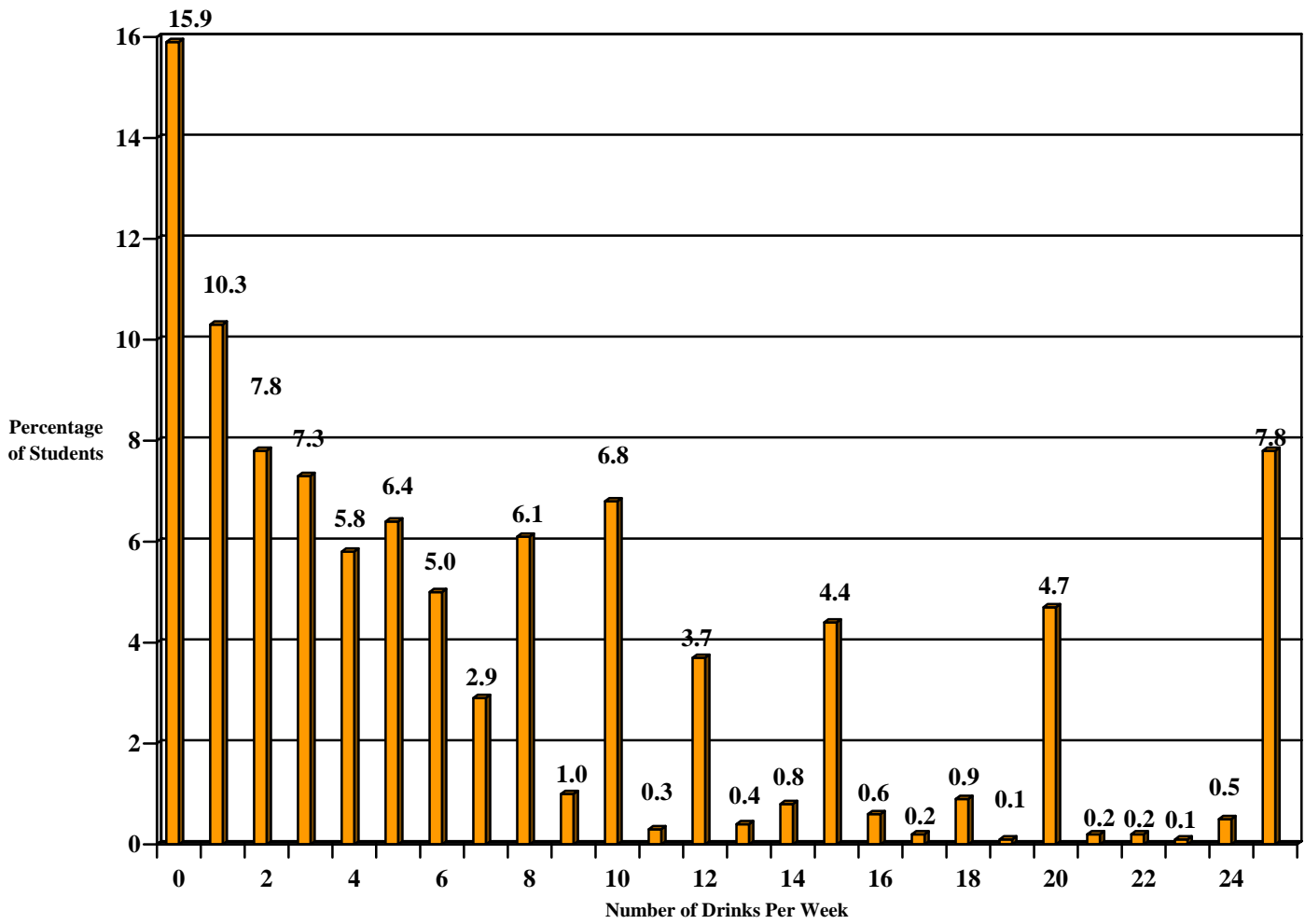
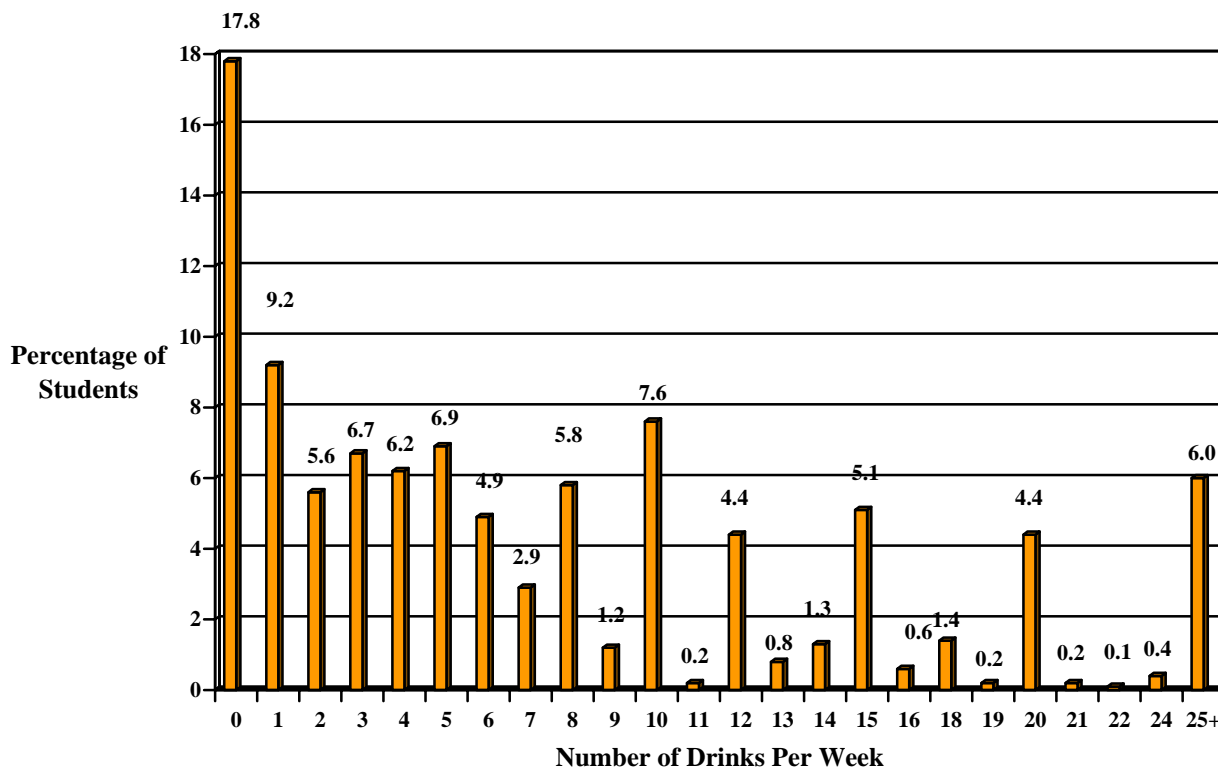


Figure 1: Number of Drinks Per Week
(Aggregate Sample)

Table 7: Number of Drinks per Week (First-Year Students)

N = 856 Median = 5.0 Mean = 7.9			
Number Drinks/Week	Frequency	Percent	Cumulative Percent
0	152	17.8	17.8
1	79	9.2	27.0
2	48	5.6	32.6
3	57	6.7	39.3
4	53	6.2	45.4
5	59	6.9	52.3
6	42	4.9	57.2
7	25	2.9	60.2
8	50	5.8	66.0
9	10	1.2	67.2
10	65	7.6	74.8
11	2	0.2	75.0
12	38	4.4	79.4
13	7	0.8	80.3
14	11	1.3	81.5
15	44	5.1	86.7
16	5	0.6	87.3
18	12	1.4	88.7
19	2	0.2	88.9
20	38	4.4	93.3
21	2	0.2	93.6
22	1	0.1	93.7
24	3	0.4	94.0
25+	51	6.0	100.0



**Figure 2: Number of Drinks per Week
(First Year Sample)**

Table 8: First-Year Median Number of Drinks Per Week, 1999-2006

	1999	2000	2001	2002	2003	2004	2005	2006
	Median	Median	Median	Median	Median	Median	Median	Median
Number of drinks/week	3	3	2	1	2	8**	5	5

**Due to the change in the wording of the question regarding drinks per week, there is an increase between the 2003 group of first-years and the 2004 group of first-years with respect to median number of drinks per week.

Current Second and Third and Fourth-year students were exposed to the social norms campaign during their first year at UVA, as were this year's First-year students. The information they provide is useful for assessing the long-term impact of the program on drinking behaviors within individual classes. Table 9 summarizes the frequencies and measures of the central tendency for Second Years student with respect to average number of drinks per week. The median for second-year students is 4.0 drinks per week (Monday through Sunday). Tables 10 & 11 provide similar details for current Third & Fourth Year students. For Third and Fourth Years, the median is 5.0 and 6.0 respectively.

Table 9: Number of Drinks Per Week (Second Year Students)

N = 320 Median = 4.0 Mean = 7.3			
Number of Drinks/Week	Frequency	Percent	Cumulative Percent
0	68	21.3	21.3
1	30	9.4	30.6
2	33	10.3	40.9
3	22	6.9	47.8
4	19	5.9	53.8
5	21	6.6	60.3
6	15	4.7	65.0
7	10	3.1	68.1
8	18	5.6	73.8
9	1	0.3	74.1
10	19	5.9	80.0
11	1	0.3	80.3
12	8	2.5	82.8
14	1	0.3	83.1
15	12	3.8	86.9
16	3	0.9	87.8
17	2	0.6	88.4
20	9	2.8	91.3
24	2	0.6	91.9
25+	26	8.1	100

Table 10: Number of Drinks per Week (Third-Year Students)

N = 332 Median = 5.0 Mean = 8.2			
Number of Drinks/Week	Frequency	Percent	Cumulative Percent
0	38	11.4	11.4
1	45	13.6	25.0
2	36	10.8	35.8
3	25	7.5	43.4
4	15	4.5	47.9
5	22	6.6	54.5
6	13	3.9	58.4
7	9	2.7	61.1
8	24	7.2	68.4
9	3	0.9	69.3
10	21	6.3	75.6
11	1	0.3	75.9
12	10	3.0	78.9
13	1	0.3	79.2
14	1	0.3	79.5
15	14	4.2	83.7
16	1	0.3	84.0
18	2	0.6	84.6
20	18	5.4	90.1
22	2	0.6	90.7
24	2	0.6	91.3
25+	29	8.7	100.0

Table 11: Median Number of Drinks Per Week (Fourth-Year Students)

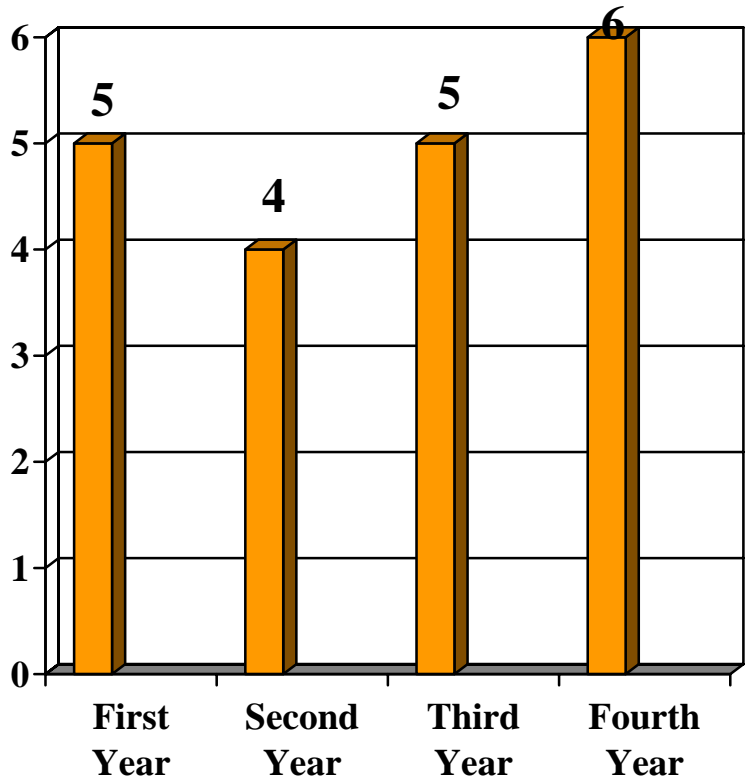
N =	361		
Median	6.0		
Mean	9.5		
Number Drinks/Week	Frequency	Percent	Cumulative Percent
0	39	10.8	10.8
1	40	11.1	21.9
2	30	8.3	30.2
3	32	8.9	39.1
4	20	5.5	44.6
5	17	4.7	49.3
6	21	5.8	55.1
7	10	2.8	57.9
8	22	6.1	64.0
9	4	1.1	65.1
10	22	6.1	71.2
11	1	0.3	71.5
12	14	3.9	75.3
14	2	0.6	75.9
15	12	3.3	79.2
16	1	0.3	79.5
17	2	0.6	80.1
18	3	0.8	80.9
20	23	6.4	87.3
21	1	0.3	87.5
23	2	0.6	88.1
24	3	0.8	88.9
25+	40	11.1	100.0

When the classes are compared to one another (see Table 12 and Figure 3), an interesting pattern emerges. First year students report consuming 7.9 mean and 5.0 median number of drinks per week, second year students drink a mean of 7.3 and 4.0 median drinks per week, third year students report having a mean of 8.2 and a median of 5.0 drinks, while fourth year students have a mean of 9.5 and a median of 6.0 drinks per week.

Table 12: Mean & Median Number of Drinks Per Week (Monday through Sunday) by Class

Class	Mean	Median
1 st Years	7.9	5.0
2 nd Years	7.3	4.0
3 rd Years	8.2	5.0
4 th Years	9.5	6.0

Figure 3: Median Number of Drinks per Week (Class Comparison)



Estimated Blood Alcohol Concentration (eBAC)

In order to compare 2005 drinking consumption numbers with 2006 numbers, a comparison of the estimated blood alcohol concentration (eBAC) was completed. The BAC of all UVA students and specifically First Years decreased by .02 from 2005 to 2006. This represents a 29% decrease for all UVA students and a 22% decrease for all first year students. Below is the table showing both years.

Table 13: Estimated Blood Alcohol Concentration Comparison 2005 & 2006

All UVA Students				First Year Students			
<i>2005</i>		<i>2006</i>		<i>2005</i>		<i>2006</i>	
0.07		0.05		0.09		0.07	
<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>	<i>Male</i>	<i>Female</i>
0.08	0.07	0.06	0.05	0.09	0.09	0.07	0.06

Fraternities & Sororities

A great deal of attention has been paid both at this university and at colleges and universities across the country to the amount of alcohol consumed by members of Fraternities and Sororities. This survey finds that students who are members of Fraternity and Sorority organizations at UVA do consume more alcohol than their non-Greek peers. Table 14 examines the mean average number of drinks per week (Monday through Sunday) consumed by all UVA students, according to gender and Fraternity and Sorority status. Fraternity men (mean = 10.9) consume more than one and a half times more alcohol as non-Fraternity men (mean = 6.7). The mean number of drinks per week for Fraternity men is slightly higher than that for all males combined (mean = 10.8). The statistics are similar for Sorority women (mean = 7.5), who consume almost twice as much as non-Sorority women (mean = 4.2), and roughly one and a third times the amount of all women combined (mean = 5.7).

Table 15 provides an in-depth analysis of the consumption patterns of Fraternity and Sorority and non-Fraternity and Sorority first-year students. Although first-year Fraternity men report consuming an amount of alcohol that is nearly equivalent to all Fraternity men (11.2 mean drinks/wk vs. 10.9 mean drinks/wk, respectively) they are set off a bit more from their first-year peers. First-year Fraternity men (mean = 11.2) consume more than twice the amount of alcohol as non-Fraternity first-year men (mean = 5.4) and approximately one drink more per week than all first-year men (mean = 10.0). Similarly, first-year Sorority women (mean = 7.5) consume almost twice as much alcohol as non-Sorority first-year women (mean = 4.4) and about one and a third times as much as all first-year women combined (mean = 5.7).

Table 14: *Mean Number of Drinks Per Week* (Monday through Sunday) by Gender and Fraternity & Sorority Status – All UVA Students

Gender	Total Population	Fraternity & Sorority	Non-Fraternity & Sorority
Male	10.8	10.9	6.7
Female	5.7	7.5	4.2

Table 15: *Mean Number of Drinks Per Week* (Monday through Sunday) by Gender and Fraternity & Sorority Status - First-Year Sample

Gender	Total Population	Fraternity & Sorority	Non-Fraternity & Sorority
Male	10.0	11.2	5.4
Female	5.7	7.5	4.4

The median drinks per week for each of these groups reflect a similar discrepancy between first year Fraternity and Sorority members and their non-Fraternity and Sorority first year peers (Table 16). Table 16 also provides a longitudinal comparison of the median number of drinks per week consumed by each first-year class from 1999 to 2006, by gender and Fraternity/Sorority status. Students were asked to estimate the average numbers of drinks per week. In 2004, they had been asked to estimate the number of drinks per each day of the week. Due to this wording change, the numbers have changed as well as evidenced by the table below.

Prior to 2004 there were no clear trends among first-year women and first-year Sorority women with respect to the median number of drinks consumed each week. A fluctuating pattern still holds true for first year women in general, including non-Sorority women. However, in the past three years (2004-2006) first year Sorority women have reported a decline in the median number of drinks per week,

decreasing from 10 drinks in 2004 to 6 drinks in 2006. A similar pattern is followed for the first-year male Fraternity population, which held an unclear pattern for the first 6 years of the survey and is showing a decline in the past three years. In 2004 the median number of drinks per week for first year Fraternity males was 20, which decreased in 2006 to 10, half the amount of 2004. Similarly first year men in general showed a decline while non-Fraternity first year men have began to fluctuate once again.

Table 16: *Median Number of Drinks Per week* (Monday through Sunday) by Gender and Fraternity & Sorority Status - 1999 – 2006 First-Year Samples

Gender	Total Population	Fraternity & Sorority	Non-Fraternity & Sorority
1999 Males	4.0	10.0	1.0
2000 Males	5.0	10.0	1.0
2001 Males	2.0	8.0	0.5
2002 Males	1.0	7.0	0.0
2003 Males	4.0	15.0	0.0
2004 Males	12.0	20.0	7.0
2005 Males	8.0	15.0	3.0
2006 Males	7.0	10.0	3.0
1999 Females	2.0	8.0	0.0
2000 Females	3.0	8.0	1.0
2001 Females	1.0	4.0	0.0
2002 Females	0.0	4.0	0.0
2003 Females	2.0	6.0	0.0
2004 Females	6.0	10.0	3.0
2005 Females	4.0	7.5	2.0
2006 Females	4.0	6.0	3.0

Perceived Number of Drinks Per Week

An important component of a social norms campaign is the perception students have about the number of drinks their peers consume in any given week. Students' perceptions are an important indicator of both the viability of a social norms campaign and its progress. The 2006 HPS uncovered a continuing misperception in alcohol consumption among UVA undergraduates and their peers. Social Norms Theory purports that a correction of misperception of the amount of drinking of one's peers will lead to lower consumption as students adjust their behaviors within the "norm." According to social norms theory, misperceptions may decrease before or while actual consumption decreases. Consequently, a continued assessment of perception is required to measure the progress of the campaign.

Students were asked to indicate the average number of drinks per week (Monday through Sunday) they believe most other students consume. First-year students were asked to make this indication for "most UVA first-year students" and "most UVA upper-class students." All other students were asked to make this indication for "most UVA students." Given the different nature of the questions asked, perception results are provided for first-year students and all other students separately.

Table 17 outlines the perceived number of drinks per week for the upper-class sample (second-year students and above). These students believe "most UVA students" consume a mean of 8.1 drinks, with a median of 6.0 drinks per week. The actual average number of drinks per week (Monday through Sunday) for all UVA students is a mean of 8.1 and a median of 5.0 drinks per week. Misperceptions about drinking are not limited to the upper-class students. Figure 4 examines the actual behavior of UVA First Years to their perceptions of other First Years and Upper-class students. Figure 5 provides a graphical representation of actual and perceived consumption for upper-class students. The actual average number

of drinks per week is skewed to the left, while the perceived number of drinks per week is skewed to the right.

Table 17: Perceived Number of Drinks Per Week (Upper-class Sample; Monday-Sunday)

N	1164		
Median	6.0		
Mean	8.1		
Number of Drinks/Week	Frequency	Percent	Cumulative Percent
0	2	0.2	0.2
1	31	2.7	2.8
2	82	7.0	9.9
3	136	11.7	21.6
4	131	11.3	32.8
5	169	14.5	47.3
6	82	7.0	54.4
7	55	4.7	59.1
8	90	7.7	66.8
9	17	1.5	68.3
10	159	13.7	82.0
11	0	0.0	82.0
12	47	4.0	86.0
13	5	0.4	86.4
14	3	0.3	86.7
15	60	5.2	91.8
16	6	0.5	92.4
17	0	0.0	92.4
18	7	0.6	93.0
19	0	0.0	93.0
20	47	4.0	97.0
21	0	0.0	97.0
22	0	0.0	97.0
23	0	0.0	97.0
24	3	0.3	97.3
25+	32	2.7	100.0

First year students reported consuming a mean of 7.9 and median of 5.0 drinks per week (See Table 7). Table 18 displays the one drink misperception gap that exists for first-year students' perception of drinking by other first-year students (6.0 perceived median drinks per week, mean=7.3). The gap of first year perceptions of upper-class students is considerably more noticeable with the perceived mean of drinks per week being 9.8 and median being 8.0 compared to the actual mean and median of 8.4 and 5.0 respectively. First years overestimate upper-class drinking by 3 drinks. Upper-class perceptions of how much all UVA students are drinking still exists, with a perceived median of 6.0 drinks per week (mean=8.1) versus the actual median of 5 drinks per week (mean=8.1), a 1 drink gap difference.

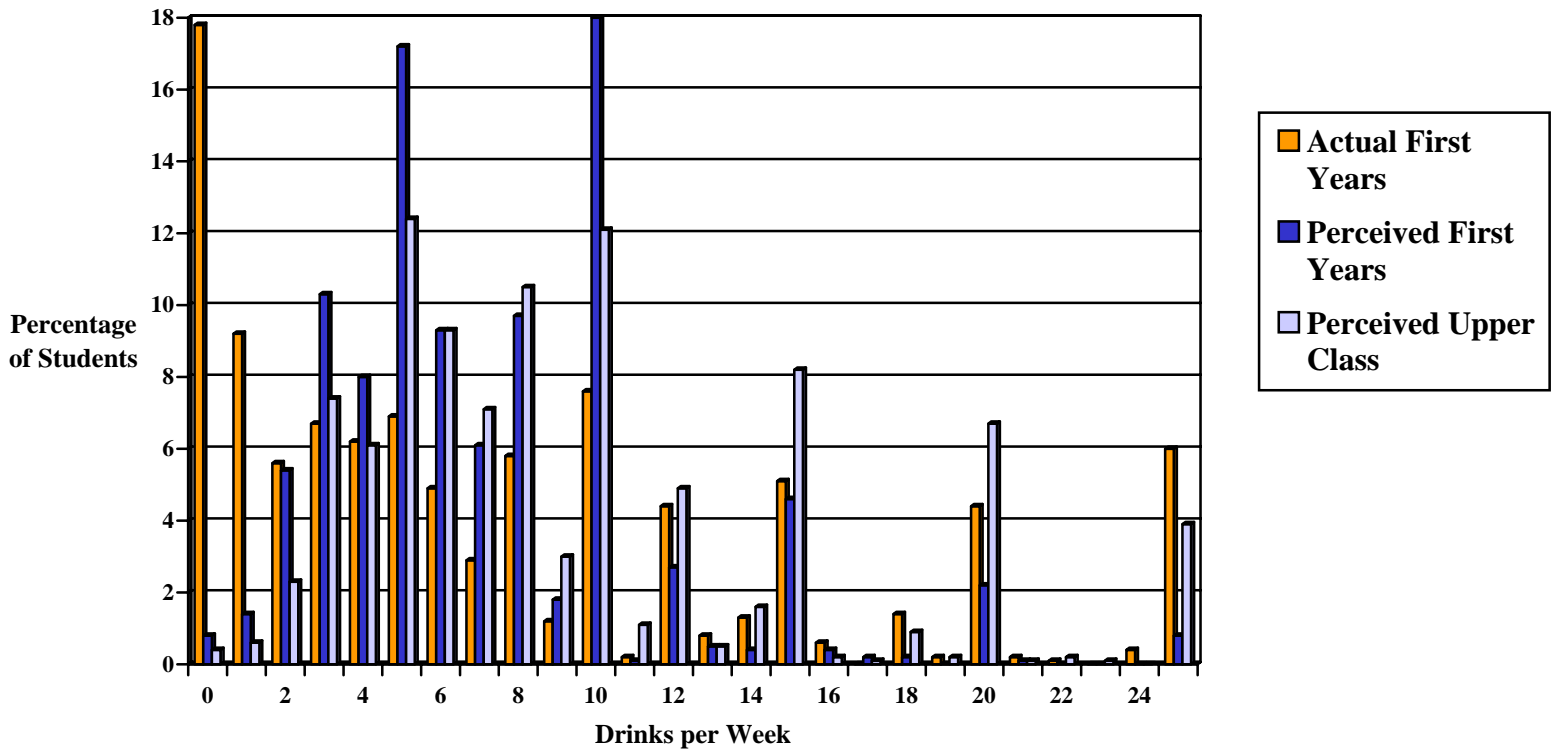


Figure 4: Comparison of Actual vs. Perceived Drinks per Week (First Years to First Years and First Years to Upper-class Students)

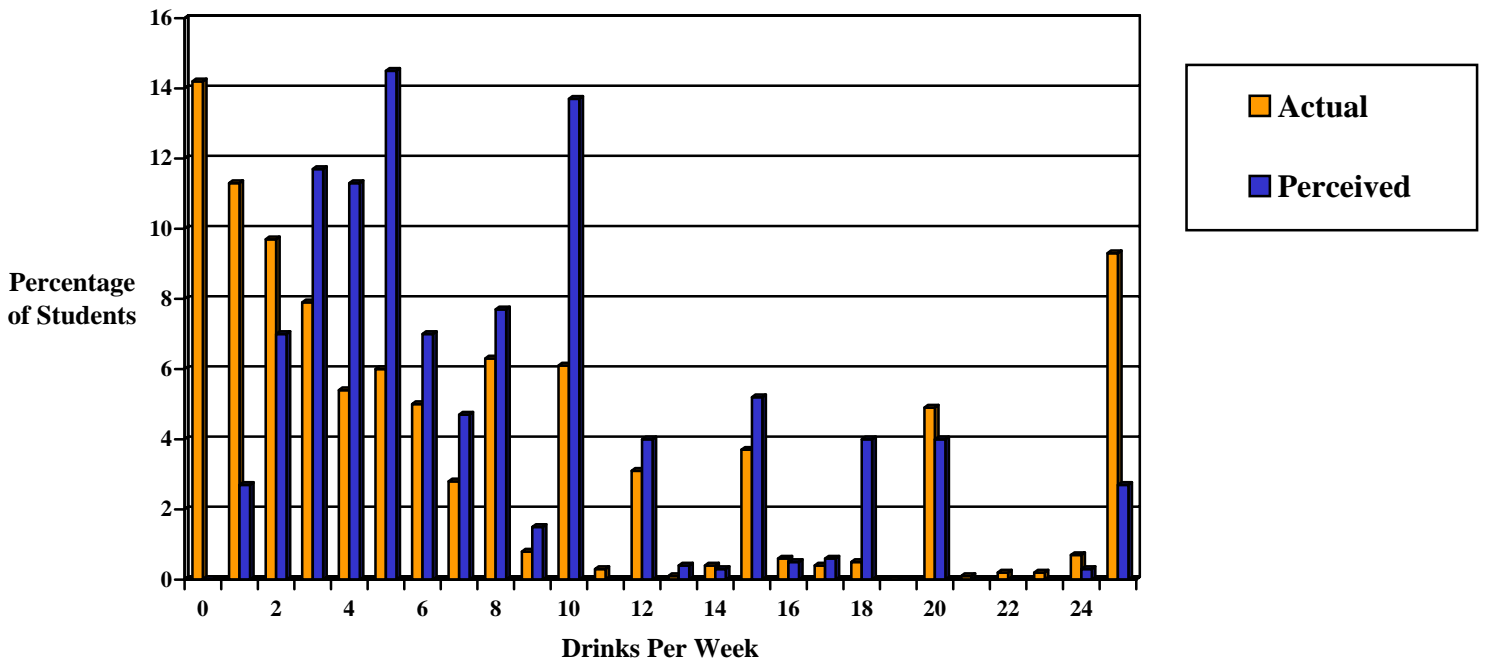


Figure 5: Comparison of Actual vs. Perceived Drinks per Week (Upper-class)

Table 18: First-Year Student Perceptions of Number of Drinks per Week for Most First-Year Students and Most Upper-class Students

N Mean Median	Most First-Year Students			Most Upper-class Students		
	854	7.3	6.0	854	9.8	8.0
Number of Drinks/Wk	Frequency	Percent	Cumulative Percent	Frequency	Percent	Cumulative Percent
0	7	0.8	0.8	3	0.4	0.4
1	12	1.4	2.2	5	0.6	0.9
2	46	5.4	7.6	20	2.3	3.3
3	88	10.3	17.9	63	7.4	10.7
4	68	8.0	25.9	52	6.1	16.7
5	147	17.2	43.1	106	12.4	29.2
6	79	9.3	52.3	79	9.3	38.4
7	52	6.1	58.4	61	7.1	45.6
8	83	9.7	68.1	90	10.5	56.1
9	15	1.8	69.9	26	3.0	59.1
10	154	18.0	87.9	103	12.1	71.2
11	1	0.1	88.1	9	1.1	72.2
12	23	2.7	90.7	42	4.9	77.2
13	4	0.5	91.2	4	0.5	77.6
14	3	0.4	91.6	14	1.6	79.3
15	39	4.6	96.1	70	8.2	87.5
16	3	0.4	96.5	2	0.2	87.7
17	2	0.2	96.7	1	0.1	87.8
18	1	0.1	96.8	8	0.9	88.8
19	0	0.0	96.8	2	0.2	89.0
20	19	2.2	99.1	57	6.7	95.7
21	1	0.1	99.2	1	0.1	95.8
22	0	0.0	99.2	2	0.2	96.0
23	0	0.0	99.2	1	0.1	96.1
24	0	0.0	99.2	0	0.0	96.1
25+	7	0.8	100.0	33	3.9	100.0

Table 19 provides a historical comparison of actual and perceived number of drinks per week for each first year class since the spring of 1999. A rather dramatic reduction in misperception is evident from 1999 to 2001. In 1999, first-year students overestimated the number of drinks other first-year students consumed by 5.0 (median) drinks. By 2000, this overestimation had dropped to 3.0 (median) drinks. From 2001 to 2003, the overestimation remained at 3.0 (median) drinks. In 2004, the misperception has stayed relatively similar, a misperception gap of 4.0 drinks while the actual median numbers changed dramatically. This is due as reported earlier to the change in question wording of the measurement of drinks per week. 2005 marked the first year that no gap existed between the perception and the reality of the median drink per week. A one drink gap (actual median=5, perceived median=6) reappeared in the 2006 data.

Table 19: Descriptive Statistics of First-Year Students' Actual and Perceived Number of Drinks Per Week by Year

Year	Actual Number of Drinks/Wk	Perceived Number of Drinks/Wk
	Median	Median
1999	3	8
2000	3	6
2001	2	5
2002	1	4
2003	2	5
2004	8	12
2005	5	5
2006	5	6

Table 20 compares the perceptions of Fraternity and Sorority members to the actual behaviors of their UVA peers. Fraternity members overestimate the number of drinks per week for the average UVA student and upperclassman by more than twice the amount actually consumed by these subgroups (perceived medians=10, actual medians=5). While sorority members also overestimate upper-class drinking by the same rate as their male counterparts, they are closer to the actual number of drinks per week regarding the average student (perceived median=6). A one drink gap still exists, however. Both Fraternity and Sorority members overestimate the median number of drinks per week for first years as well (7 and 8 respectively). The gap between perception and reality is much greater among the Fraternity and Sorority community than among first years.

Table 20: Median Actual v. Fraternity and Sorority Perceived Number of Drinks Per Week for First Year, Upperclass, and Average UVA students

Subgroup	Actual Drinks/Wk	Fraternity Perception	Sorority Perception
First Year	5.0	7.0	8.0
Upper-class	5.0	10.0	10.0
Average student	5.0	10.0	6.0

Change in Alcohol Use

Participants were asked to indicate how, if at all, their alcohol use has changed in the last twelve months. 59.4% of first-year students report that their alcohol use has increased in the last twelve months, while 11.7% indicated it decreased and 28.9% stayed the same. For upper-class, there was a larger percentage of same alcohol use (41.5%), while the amount of increased usage was 29.6% and decreased use was 28.9%. Please see Table 21 for an overview of responses from first-year students, upper-class students and the aggregate sample.

Table 21: Frequency Distributions in Response to the Question “To What Extent Has Your Alcohol Use Changed Within the Last 12 Months?”

Response	1 st -Years	Upper-class Sample	Aggregate Sample
Increased	59.4%	29.6%	36.5%
Decreased	11.7%	28.9%	24.9%
About the same	28.9%	41.5%	38.6%

First Years Who Report Having 0 Drinks Per Week

It is encouraging to witness the percentage of the growing number of drinkers who, on average, abstain or consume less than 10 drinks per week. In 2006, an increase was seen in the percentage of abstainers and a decrease in the percentage of students drinking 10+ drinks. In Table 22, the distribution between abstainers and students consuming 10+ is examined.

Table 22: Distribution of First Year Who Had 0 Drinks Per Week and Students Drinking 10+ Drinks Per Week (Reported in Percentage)

Year	Abstainers	0 Drinks Per Week	1-9 Drinks Per Week	10+ Drinks Per Week
1999	N/A	34.8	36.5	28.7
2000	N/A	33.0	39.6	27.4
2001	N/A	41.8	40.9	17.3
2002	N/A	49.1	33.0	17.9
2003	20.0	39.9	36.3	23.8
2004*	21.1	15.4	38.6	46.0
2005	18.7	22.5	41.2	36.3
2006	23.7	17.8	48.2	32.8

* The 2004 question regarding drinking was queried differently, possibly accounting for the increase in drinks per week.

Drinking and Driving

Participants were asked to indicate how often they had engaged in driving after drinking since they had returned from winter break. Table 23 shows that 96.7% of First Years reported that they did not drive after drinking since winter break. The upper-class sample, which includes students who are more likely to have cars available for driving, reported a higher rate of drinking and driving with 20.8% of the sample getting behind the wheel after drinking since winter break. However, this represents a decrease from the 25.4% in 2005. While the statistics regarding upper-class students the sorority and fraternity members are alarming, they are an improvement from 2005. In Table 23, 25.4% of the upper-class sorority and fraternity sample reported drinking and driving at least once since winter break. This is an

25.1% decrease from last year. However, when compared to the 20.8% of all upper-class students, there still leaves room for improvement.

Table 23a examines the differences in First Year students by gender and fraternity/sorority status, with regard to drinking and driving. The difference between fraternity and non-fraternity members is quite large in some areas. 4.7% of first year fraternity men report drinking and driving versus 2.8% of non-fraternity first year men. There is a 67.9% increase for fraternity members over non-fraternity members with regards to driving after drinking, meaning they engage in this risky behavior almost twice as much as non-fraternity members. Similarly for first year females, 3.8% of sorority women drove after drinking, versus 2.7% of non-sorority women reported engaging in this behavior. It is interesting to note, however, that with respect to serving as a designated driver, fraternity and sorority members had a higher rate than their non-fraternity and sorority classmates. 15.5% of first year fraternity men served as a designated driver, almost double the percentage (8.0%) of non fraternity men who did the same. Similar data can be found among the upper-class fraternity and sorority members.

Table 23: Incidence of Drinking and Driving for First Years & Upper-class Population (In Percent)

Since winter break, how often did you...	1 st -Year Sample			Upper-class Sample			First Year Sample and Fraternity and Sorority			Upper-class Sample and Fraternity and Sorority		
	0	1x	2x +	0	1x	2x +	0	1x	2x +	0	1x	2x +
Drive	75.0	8.5	16.5	16.0	2.5	81.5	71.8	10.1	18.1	9.8	2.7	87.6
Drive after drinking	96.7	2.4	0.9	79.2	14.4	6.4	95.7	3.2	1.1	74.7	16.9	8.5
Drive after having 5 or more drinks	99.1	0.4	0.5	95.7	2.8	1.5	98.6	0.9	0.5	92.9	4.4	2.6
Serve as a designated driver	90.4	6.3	3.4	55.4	22.3	22.3	87.8	7.9	4.3	42.4	28.7	28.9

Table 23a: Incidence of Drinking and Driving for First Year Population, by Gender (In Percent)

Since winter break, how often did you...		1 st -Year Sample Total Population			1 st Year Sample Fraternity and Sorority Population			1 st Year Sample Non-Fraternity and Non-Sorority Population		
		0	1x	2x +	0	1x	2x +	0	1x	2x +
Drive	Male	72.7	9.7	17.5	66.1	12.9	21.1	76.5	8.1	15.5
	Female	77.3	7.2	15.5	78.4	6.9	14.7	76.6	7.5	15.9
Drive after drinking	Male	96.4	2.4	1.3	95.3	3.2	1.5	97.2	1.7	1.1
	Female	97.0	2.4	0.6	96.2	3.2	0.6	97.4	2.0	0.7
Drive after having 5 or more drinks	Male	98.6	0.4	1.0	98.5	0.5	1.0	98.6	0.3	1.1
	Female	99.5	0.5	0.0	98.7	1.3	0.0	64.0	0.0	0.0
Serve as a designated driver	Male	89.4	7.6	3.0	84.5	12.1	3.4	92.0	5.1	2.9
	Female	91.3	5.0	3.7	91.6	3.0	5.4	91.3	5.7	3.0

Table 23b: Incidence of Drinking and Driving for Upper-class Population by Gender (In Percent)

Since winter break, how often did you...		Upper-class Sample Total Population			Upper-class Sample Fraternity and Sorority Population			Upper-class Sample Non-Fraternity and Non-Sorority Population		
		0	1x	2x +	0	1x	2x +	0	1x	2x +
Drive	Male	14.1	3.5	82.4	11.8	3.5	84.6	15.2	3.5	81.3
	Female	17.5	1.7	80.8	7.9	1.9	90.3	20.6	1.5	77.9
Drive after drinking	Male	71.8	18.9	9.3	63.2	23.5	13.3	76.4	16.3	7.3
	Female	85.1	10.8	4.1	85.1	10.9	4.1	85.0	10.8	4.2
Drive after having 5 or more drinks	Male	91.8	5.5	2.7	86.6	8.7	4.7	94.5	3.7	1.8
	Female	98.8	0.8	0.4	98.7	0.6	0.8	98.8	0.9	0.3
Serve as a designated driver	Male	56.9	23.1	20.0	38.3	26.3	35.3	64.0	22.2	13.8
	Female	54.1	21.7	24.2	40.8	24.8	34.4	57.8	17.8	24.4

Protective Behaviors

Participants were asked to indicate the degree to which they engage in behaviors that are either protective or harmful when drinking. Only those participants who indicated that they drink were allowed to answer these questions. Table 24 provides the mean response to each behavior for the all UVA students and for first-year students. The number 1 represents “never,” #2 represents “rarely,” #3 represents “sometimes,” #4 represents “usually,” and # 5 represents “always.” Means 3.5 and above are highlighted in gray and means 2.5 and below are highlighted in black.

Table 24: Degree of Participation in Protective/Harmful Behaviors When Drinking

“When I drink, I...”	Aggregate	First-Years
	Mean	Mean
Plan on a designated driver, or alternative transportation	4.0	3.9
Play drinking games	3.0	3.0
Stay in a group for protection (use a buddy system)	4.0	4.2
Take shots	2.9	3.1
make my own drinks	3.3	3.0
watch other people make my drinks	3.3	3.5
alternate with non-alcoholic beverages	2.6	2.5
drink to get drunk	2.8	2.9
make sure I have eaten beforehand	3.9	4.0
set a limit on the number of drinks I will have	2.9	3.0
drink at the rate of one or fewer per hour	2.7	2.5
try to keep up with my friends	2.4	2.5
Take precautions not to inconvenience non-drinking peers	3.8	3.9

Table 25 provides a longitudinal comparison of participation in drinking behaviors for the first-year classes from 1999 – 2006. The mean of all nine of the protective behaviors measured increased from 2005 to 2006. Harmful drinking behaviors either stayed consistent or decreased.

Table 25: Comparison of Degree of Participation in Protective/Harmful Behaviors When Drinking 1999-2006 First-Year Samples

“When I drink, I...”	1999	2000	2001	2002	2003	2004	2005	2006
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
plan on a designated driver, or alternative transportation	4.0	3.9	4.1	4.0	4.0	3.9	3.8	3.9
play drinking games	2.7	2.7	2.7	2.9	2.8	2.9	3.0	3.0
stay in a group for protection (use a buddy system)	4.1	4.2	4.0	4.0	4.0	4.1	4.1	4.2
take shots	2.8	2.9	2.9	3.0	2.9	3.1	3.1	3.1
make my own drinks	2.9	2.8	3.0	3.0	2.9	2.9	2.9	3.0
Watch other people make my drinks	3.3	3.5	3.5	3.5	3.3	3.5	3.4	3.5
alternate with non-alcoholic beverages	2.3	2.2	2.3	2.4	2.5	2.5	2.3	2.5
drink to get drunk	3.1	3.1	3.1	3.1	2.9	3.0	3.1	2.9
make sure I have eaten beforehand	3.7	3.7	3.6	3.7	3.7	3.9	3.8	4.0
set a limit on the number of drinks I will have	3.0	2.7	2.8	2.8	2.9	2.9	2.8	3.0
drink at the rate of one or fewer per hour	2.5	2.3	2.4	2.4	2.5	2.5	2.4	2.5
try to keep up with my friends	2.4	2.6	2.5	2.5	2.4	2.5	2.7	2.5
take precautions not to incon. non-drinkers	3.7	3.7	3.7	3.8	3.7	3.9	3.8	3.9

All participants were asked to indicate the extent to which they engage in protective behaviors when they are with *someone else* who has been drinking. Tables 26-34 contain the distribution of the responses provided by the aggregate sample and by first-year students.

Table 26: Responses to: When I’m with someone else who is drinking, I . . . make sure they are not left alone with a stranger

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	41	1.8	14	2.3
Never	49	2.3	10	1.8
Rarely	130	6.0	31	5.4
Sometimes	588	26.9	126	22.1
Usually	1066	48.8	282	49.5
Always	351	16.0	121	21.2
Total	2225	100.0	638	100.0

Table 27: Responses to: When I am with someone else who is drinking, I . . . encourage them to drink more.

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	678	30.4	197	33.8
Never	615	39.7	166	42.9
Rarely	633	40.9	117	30.3
Sometimes	125	8.1	26	6.8
Usually	32	2.0	7	1.9
Always	144	9.3	70	18.1
Total	2226	100.0	584	100.0

Table 28: Responses to: When I am with someone else who is drinking, I . . . ask them to slow down if they are drinking excessively.

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	64	2.9	21	15.2
Never	191	8.9	36	6.4
Rarely	523	24.2	102	18.1
Sometimes	706	32.7	185	32.8
Usually	460	21.3	133	23.6
Always	279	12.9	108	19.1
Total	2224	100.0	584	100.0

Table 29: Responses to: When I am with someone else who is drinking, I . . . intervene to stop them from drinking and driving.

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	25	1.1	12	2.1
Never	45	2.1	9	1.6
Rarely	115	5.2	21	3.7
Sometimes	376	17.1	87	15.2
Usually	1034	47.0	225	39.4
Always	629	28.6	229	40.1
Total	2224	100.0	584	100.0

Table 30: Responses to: When I am with someone else who is drinking, I . . . intervene to stop them from harming themselves.

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	25	1.1	10	1.7
Never	37	1.7	4	0.7
Rarely	100	4.5	24	4.2
Sometimes	336	15.3	77	13.4
Usually	965	43.9	253	44.1
Always	760	34.6	216	37.6
Total	2224	100.0	584	100.0

**Table 31: Responses to: When I am with someone else who is drinking, I . . .
intervene to stop them from harming others.**

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	27	1.2	13	2.2
Never	27	1.2	8	1.4
Rarely	98	4.5	16	2.8
Sometimes	301	13.7	73	12.8
Usually	980	44.6	243	42.5
Always	791	36.0	231	40.5
Total	2224	100.0	584	100.0

**Table 32: Responses to: When I am with someone else who is drinking, I . . .
roll them on their side, if they have been sick.**

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	43	1.9	12	2.1
Never	48	2.2	6	1.0
Rarely	108	5.0	24	4.2
Sometimes	238	10.9	65	11.4
Usually	650	29.8	164	28.7
Always	1136	52.1	313	54.7
Total	2224	100.0	584	100.0

**Table 33: Responses to: When I am with someone else who is drinking, I . . .
stay and monitor them, if they are passed out.**

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	39	1.8	10	1.8
Never	64	2.9	7	1.2
Rarely	161	7.4	30	5.3
Sometimes	363	16.6	85	14.8
Usually	689	31.5	185	32.3
Always	909	41.6	266	46.4
Total	2224	100.0	584	100.0

Table 34: Responses to: When I am with someone else who is drinking, I . . .

call 911, if they are showing signs of alcohol poisoning.

Response	Aggregate		First-Years	
	Frequency	Percent	Frequency	Percent
Never had the opportunity	67	3.0	17	3.0
Never	33	1.5	5	1.0
Rarely	29	1.3	9	1.6
Sometimes	57	2.6	16	2.8
Usually	239	11.1	54	9.6
Always	1801	83.5	482	85.0
Total	2225	100.0	584	100.0

Tables 35-43 provide a longitudinal comparison of the extent to which each first year class from 1999-2006 engages in protective behaviors when they are with someone else who has been drinking. The results here are mixed. Participation in many protective behaviors remains relatively flat or decreased for first-year students with the exception of always calling 911 if their friend is showing signs of alcohol poisoning. The majority who engaged in this protective behavior increased from 72.2% in 2005 to 94.6% in 2006.

Table 35: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

make sure they are not left alone or with a stranger.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	11.8	14.5	18.6	17.3	17.3	17.9	19.5	2.3
Never	2.3	2.4	1.6	2.2	3.9	2.4	2.2	1.8
Rarely	3.8	3.7	5.7	3.7	1.5	4.1	2.7	5.4
Sometimes	9.9	7.7	8.2	10.9	8.7	7.0	5.8	22.1
Usually	35.5	30.7	24.9	28.2	29.9	26.7	29.1	49.5
Always	35.9	40.9	40.5	37.7	56.0	59.8	60.2	21.2
Total	100.0	100.0	99.6	100.0	100.0	100.0	100.0	100.0

Table 36: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

encourage them to drink more.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	6.6	7.9	9.4	9.4	8.9	9.5	10.2	33.8
Never	41.4	43.2	39.6	42.5	42.0	37.9	32.3	39.7
Rarely	28.2	23.9	26.5	22.9	28.5	27.8	29.8	40.9
Sometimes	19.6	18.8	19.0	20.3	22.2	25.2	26.1	8.1
Usually	3.0	4.3	4.0	3.6	5.5	7.5	9.4	2.0
Always	1.3	1.9	0.9	1.4	1.8	1.6	2.4	9.3
Total	100.0	100.0	99.4	100.0	100.0	100.0	100.0	100.0

Table 37: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

ask them to slow down if they are drinking excessively.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	10.4	13.5	14.4	14.3	14.1	15.8	15.2	15.2
Never	3.8	4.8	4.0	5.1	3.5	4.0	3.8	6.4
Rarely	11.1	11.0	10.5	10.1	9.2	12.3	10.4	18.1
Sometimes	26.1	25.8	21.2	24.2	26.2	23.8	27.3	32.8
Usually	32.2	26.7	29.6	29.1	34.3	37.0	34.1	23.6
Always	16.5	18.2	19.9	17.2	26.0	22.9	24.4	19.1
Total	100.0	100.0	99.6	100.0	100.0	100.0	100.0	100.0

Table 38: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

intervene to stop them from drinking and driving.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	24.6	31.3	29.3	29.3	35.2	37.5	39.7	2.1
Never	.7	1.3	.4	1.2	3.2	2.1	3.0	1.6
Rarely	2.6	2.6	1.2	2.3	3.5	3.2	2.2	3.7
Sometimes	5.6	5.3	6.6	5.6	7.3	7.6	6.0	15.2
Usually	15.0	14.8	15.3	13.9	18.0	20.8	23.8	39.4
Always	51.5	44.7	46.2	47.7	68.0	66.3	63.9	40.1
Total	100.0	100.0	99.1	100.0	100.0	100.0	100.0	100.0

Table 39: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

intervene to stop them from harming themselves.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	25.3	29.6	28.9	30.2	36.7	36.8	34.0	1.7
Never	.8	1.3	.7	.9	2.9	2.5	1.2	0.7
Rarely	2.7	2.1	1.6	2.5	3.7	2.0	2.6	4.2
Sometimes	5.8	5.1	5.7	7.1	7.9	7.6	6.1	13.4
Usually	17.8	16.0	15.9	16.4	21.0	23.2	26.2	44.1
Always	47.5	45.9	46.5	42.8	64.5	64.7	63.9	37.6
Total	100.0	100.0	99.4	100.0	100.0	100.0	100.0	100.0

Table 40: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

intervene to stop them from harming others.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	28.9	32.8	32.1	31.9	39.2	37.5	36.1	2.2
Never	.9	1.0	.7	1.4	3.1	1.6	1.8	1.4
Rarely	2.3	2.1	2.4	2.3	3.9	2.3	2.7	2.8
Sometimes	3.9	4.1	4.4	5.5	8.2	6.3	5.6	12.8
Usually	15.3	14.8	15.8	14.3	19.6	23.1	21.7	42.5
Always	48.7	45.2	43.9	44.7	65.2	66.5	68.2	40.5
Total	100.0	100.0	99.3	100.0	100.0	100.0	100.0	100.0

Table 41: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

roll them on their side, if they have been sick.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	46.3	47.4	50.7	48.6	52.0	51.0	51.0	2.1
Never	1.9	1.9	1.6	2.2	5.7	4.7	4.6	1.0
Rarely	4.1	2.7	2.4	3.3	6.1	3.0	5.3	4.2
Sometimes	5.8	5.3	4.0	4.5	8.1	9.5	8.8	11.4
Usually	11.2	11.1	9.6	10.7	17.3	21.0	22.0	28.7
Always	30.7	31.6	31.1	30.6	62.8	61.8	59.3	54.7
Total	100.0	100.0	99.3	100.0	100.0	100.0	100.0	100.0

Table 42: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

stay and monitor them, if they are passed out.

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	41.6	42.3	42.0	43.3	46.7	41.3	42.8	1.8
Never	1.3	1.7	1.2	1.2	5.7	2.3	1.7	1.2
Rarely	3.4	4.0	2.7	4.4	6.1	4.4	4.4	5.3
Sometimes	9.2	5.5	6.0	5.7	8.1	8.9	9.4	14.8
Usually	14.1	15.7	14.4	15.4	17.3	29.5	29.2	32.3
Always	30.4	30.8	33.0	30.0	62.8	54.9	55.3	46.4
Total	100.0	100.0	99.3	100.0	100.0	100.0	100.0	100.0

Table 43: Longitudinal Comparison of First-Year Responses to: When I am with someone else who is drinking, I . . .

call 911, if they are showing signs of alcohol poisoning

Response	1999 (%)	2000 (%)	2001 (%)	2002 (%)	2003 (%)	2004 (%)	2005 (%)	2006 (%)
Never had the opportunity	73.8	72.9	74.2	71.1	81.9	79.6	79.0	3.0
Never	3.4	3.3	1.2	2.1	23.7	11.9	13.7	1.0
Rarely	2.2	1.9	1.3	2.3	7.6	11.0	7.7	1.6
Sometimes	2.0	1.0	1.5	1.7	7.0	10.6	6.4	2.8
Usually	2.8	4.9	4.1	4.8	10.3	16.1	12.0	9.6
Always	15.9	16.0	16.8	18.0	51.4	50.4	60.2	85.0
Total	100.0	100.0	99.1	100.0	100.0	100.0	100.0	100.0

Experience of Negative Consequences of Drinking

Participants who drink were asked to indicate whether or not they had experienced any of a list of negative consequences as a result of their drinking. Only those students who drink were given an opportunity to answer this question. Table 44 contains the percent of respondents in both the first-year sample (n=638) and the aggregate sample (n =2,388) that chose either “yes” or “no” for each of the negative consequences. As a whole, it appears as though first-year students experience the negative consequences of drinking slightly more than the aggregate sample does. Two exceptions to this are in the case of driving under the influence and gotten into an argument. This may be due to the fact that fewer first years have access to a vehicle and are perhaps more apprehensive to argue with newly made friends. In addition, first years had a higher percentage state that were embarrassed about their use and that they had a friend worry about them as a result of their drinking. Table 45 compares the responses of the 2006 first-year sample to those from the 1999-2005 first-year samples. A somewhat stable trend, up until 2006, in the experience of negative consequences for first-year students is evident from this table. This past year, however, there were decreases in 14 of the 17 negative consequences in 2006 from the previous year. The categories that saw slight increases were getting in trouble with the police, have been taken advantage sexually, and driving under the influence. The negative consequences for the *all* UVA students have continued to drop as well. Table 45a shows that, when looking at UVA students as a whole, all 17 of the 17 negative consequences declined during year 2006 from year 2005.

44: Negative Consequences Experienced Last Year; First-Year & Aggregate (By Percentage)

Consequences	Aggregate		First-Year	
	Yes	No	Yes	No
Had a hangover	70.9	29.1	67.8	32.2
Vomited	59.0	41.0	58.2	41.8
Performed poorly on a test or important project	7.9	92.1	8.9	91.1
Been in trouble with the police	6.5	93.5	8.9	91.1
Damaged property	11.9	88.1	10.5	89.5
Gotten into a fight	4.4	95.6	5.6	94.4
Gotten into an argument	34.2	65.8	29.1	70.9
Missed a class	29.9	70.1	31.4	68.6
Had a memory loss	41.9	58.1	44.0	56.0
Have been taken advantage of sexually	6.8	93.2	11.0	89.0
Taken advantage of someone sexually	1.0	99.0	2.2	97.8
Been hurt or injured	10.0	90.0	12.9	87.1
Driven under the influence	16.1	83.9	12.4	87.6
Felt embarrassed or ashamed because of your use	30.5	69.5	36.7	63.3
Had a friend worry about you because of your use	15.8	84.2	25.5	74.5
Engaged in unprotected sex	10.7	89.3	8.1	91.9
Been taken to the emergency room	2.8	97.2	2.6	97.4

Table 45: Comparison Negative Consequences, First-Years, 1999-2006

Consequences	Experienced Consequence (In Percentage)							
	'99	'00	'01	'02	'03	'04	'05	'06
Had a hangover	72.5	77.8	75.6	73.3	67.6	68.4	70.9	67.8*
Vomited	60.5	62.2	68.3	65.9	62.3	60.9	63.4	58.2*
Performed poorly on a test or important project	17.3	15.6	18.2	18.1	15.9	12.3	11.4	8.9*
Been in trouble with the police	4.3	4.9	11.0	10.1	7.3	8.6	8.4	8.9
Damaged property	9.7	16.4	16.6	15.5	12.4	17.8	16.9	10.5*
Gotten into a fight	5.0	6.1	7.2	8.7	7.2	7.0	7.4	5.6*
Gotten into an argument	26.1	31.6	41.0	37.7	32.6	36.1	36.7	29.1*
Missed a class	39.5	41.9	47.2	43.2	36.6	34.0	36.5	31.4*
Had a memory loss	42.5	49.9	48.9	49.1	42.9	45.2	49.0	44.0*
Have been taken advantage of sexually	12.9	14.5	12.2	13.1	10.5	9.0	9.3	11.0
Taken advantage of someone sexually	5.2	5.9	3.9	4.0	2.8	2.6	2.6	2.2*
Been hurt or injured	18.8	24.2	24.2	28.7	21.2	12.0	14.8	12.9*
Driven under the influence	9.3	10.4	17.8	17.6	14.8	12.5	10.8	12.4
Felt embarrassed, ashamed due to use	39.4	37.9	43.5	36.6	34.8	33.8	38.5	36.7*
Had friend worry about you because of your use	28.2	30.8	31.1	25.8	24.4	24.5	32.0	25.5*
Engaged in unprotected sex	8.3	9.3	11.6	12.4	9.3	10.2	9.1	8.1*
Been taken to the emergency room	2.2	2.7	4.6	3.9	2.8	4.0	4.1	2.6*

*= Reduction from 2005 to 2006 (Grey Shading Indicates Reduction from 2001-2006)

Table 45a: Comparison of Negative Consequences, All Students, 2001-2006

Consequences	2001	2002	2003	2004	2005	2006
	Yes	Yes	Yes	Yes	Yes	Yes
Had a hangover	82.3	76.9	73.0	71.2	71.8	70.9*
Vomited	67.3	64.7	60.9	60.2	59.5	59.0*
Performed poorly on a test or important project	15.4	14.8	14.1	12.1	10.6	7.9*
Been in trouble with the police	8.5	6.3	5.0	7.0	5.4	6.5
Damaged property	16.2	13.8	11.7	16.7	14.9	11.9*
Gotten into a fight	9.3	6.9	7.2	7.0	6.4	4.4*
Gotten into an argument	40.3	37.7	36.2	37.2	37.9	34.2*
Missed a class	46.8	39.3	35.9	35.4	32.7	29.9*
Had a memory loss	47.5	45.1	42.9	44.7	44.3	41.9*
Have been taken advantage of sexually	10.9	9.9	9.1	8.1	7.8	6.8*
Taken advantage of someone sexually	4.2	4.0	2.5	3.4	2.2	1.0*
Been hurt or injured	24.8	22.7	21.2	10.5	10.8	10.0*
Driven under the influence	29.8	25.6	19.7	16.4	18.8	16.1*
Felt embarrassed or ashamed because of your use	35.8	33.7	31.5	31.4	33.3	30.5*
Had a friend worry about you because of your use	22.3	20.1	18.0	19.1	20.0	15.8*
Engaged in unprotected sex	16.7	12.9	12.9	12.9	12.6	10.7*
Been taken to the emergency room	3.8	3.0	2.6	4.0	3.5	2.8*

* = Reduction from 2005 to 2006 (Grey Shading Indicates Reduction from 2001-2005)

Seven negative consequences of drinking have been selected as particularly important indicators of problems associated with drinking. These consequences are: vomiting, performing poorly on a test or important project, missing a class, having been taken advantage of sexually, taking advantage of someone else sexually, engaging in unprotected sex, and being taken to the emergency room. Table 46 outlines the incidence of these consequences among first-year male drinkers by fraternity status. In six of the seven cases, the percentages have decreased slightly or stayed the same compared to the 2005 group of first-year male students. The category of increase is taken advantage of someone sexually (an increase of .09%). Performance on these measures for first-year fraternity men and first-year non-fraternity men reveals larger differences. For all seven factors, the percentage of negative consequence was significantly greater for fraternity members than for non-fraternity members. In some cases, such as performing poorly on a test or project, missing a class, and having unprotected sex fraternity members experience the negative consequence at twice or almost twice the rate of their non-fraternity peers.

The experience of negative consequences for first-year female drinkers (Table 47) is similar to their male counterparts. The only increase of negative consequence was having been taken advantage of sexually, which coincides with the increase of taken advantage of someone sexually in the male population. Overall, first-year sorority female drinkers show a much greater incidence of negative consequences than their non-sorority first-year female drinking counterparts, at similar rates as first year fraternity members.

Table 46: Experience of Negative Consequences of Own Use - First-Year Male Drinkers

	All First Years						Fraternity and Sorority						Non-Fraternity and Non-Sorority					
	2001 n=226*	2002 n=498	2003 n= 420	2004 n=443	2005 n=627	2006 n=315	2001 n=59*	2002 n=282	2003 n= 199	2004 n=204	2005 n=244	2006 n=112	2001 n=158*	2002 n=216	2003 n=221	2004 n=239	2005 n=365	2006 n=114
Vomited	159 70.7%	350 70.3%	290 69.0%	304 68.6%	312 68.3%	123 60.5%	51 86.4%	227 80.5%	163 81.9%	168 82.4%	165 80.1%	69 77.8%	102 65.0	123 56.9%	127 57.5 %	136 56.9%	146 58.6%	54 47.0%
Performed poorly on a test or important project	43 19.1%	101 29.3%	67 16.0%	62 14.0%	60 13.1%	22 10.6%	19 32.2%	80 28.4%	40 20.1%	52 25.5%	44 21.4%	14 16.0%	24 15.3%	21 9.7%	27 12.2%	10 4.2%	16 6.4%	8 6.6%
Missed a class	105 46.7%	235 47.2%	181 43.1%	172 38.8%	195 42.7%	74 36.0%	41 69.5%	180 63.8%	126 61.8%	118 57.8%	128 62.1%	47 52.7%	60 38.0%	55 25.6%	55 24.9%	54 22.6%	67 26.9%	27 23.4%
Have been taken advantage of sexually	21 9.3%	48 9.7%	39 9.3%	35 7.9%	43 9.4%	14 7.0%	10 16.9%	36 12.8%	23 11.6%	22 10.8%	28 13.6%	8 9.0%	11 7.0%	12 5.6%	16 7.2%	13 5.4%	15 6.0%	6 5.4%
Taken advantage of someone sexually	12 5.3%	29 9.9%	18 4.3%	15 3.4%	15 3.3%	7 3.6%	3 5.1%	22 7.8	11 5.5%	12 5.9%	7 3.4%	3 3.9%	9 5.7%	7 3.3%	7 3.2%	3 1.3%	8 3.2%	4 3.4%
Engaged in unprotected sex	28 12.5%	59 11.9%	46 10.9%	51 11.6%	48 10.5%	21 10.5%	12 20.3%	45 16.0%	23 11.6%	33 16.3%	27 13.2%	13 14.1%	15 9.5%	14 6.6%	23 10.4%	18 7.6%	21 8.4%	9 7.8%
Been taken to the ER	14 6.2%	25 5.1%	12 2.9%	24 5.5%	21 4.6%	6 2.8%	5 8.5%	20 7.1%	6 3.0%	16 7.9%	14 6.8%	3 3.6%	9 5.7%	5 2.3%	6 2.7%	8 3.4%	7 2.8%	2 2.2%

NOTE: Percentages are calculated based on number of responses to each item, not on total n in column.

* Total may not reflect sum of fraternity and sorority and non-fraternity men because some participants did not indicate if they were a member of a fraternity or sorority

Table 47: Experience of Negative Consequences of Own Use – First-Year Female Drinkers

	All First Years						Fraternity and Sorority						Non-Fraternity and Non-Sorority					
	2001 n=257*	2002 n=456	2003 n=402	2004 n=453	2005 n=605	2006 n=323	2001 N=90*	2002 n=201	2003 n=155	2004 n=173	2005 n=180	2006 n=95	2001 n=165*	2002 n=255	2003 n= 247	2004 n=280	2005 n=407	2006 n=224
Vomited	171 66.5%	271 59.4%	230 57.2%	242 53.4%	252 58.2%	122 55.9%	72 80.0%	131 65.2%	107 69.0%	113 65.3%	105 69.5%	52 65.2%	98 59.4%	140 54.9%	123 49.8%	129 46.1%	146 52.3%	68 50.0%
Performed poorly on a test or important project	45 17.5%	70 15.4%	65 16.2%	48 10.6%	41 9.5%	16 7.3%	22 24.4%	44 21.9%	42 27.1%	30 17.3%	14 9.3%	9 11.4%	22 13.3%	26 10.2%	23 9.3%	18 6.4%	27 9.7%	7 5.1%
Missed a class	123 47.9%	170 37.4%	130 32.3%	131 29.0%	130 30.0%	59 27.0%	55 61.1%	102 50.7%	73 47.1	75 43.4%	65 43.0%	32 40.3%	66 40.0%	68 26.8%	57 23.1%	56 20.1%	64 22.9%	26 19.3%
Have been taken advantage of sexually	38 14.8%	71 15.7%	49 12.2%	46 10.2%	40 9.2%	32 14.8%	10 11.1%	40 19.9%	23 14.8%	23 13.2%	18 11.9%	15 19.2%	28 17.0%	31 12.3%	26 10.5%	23 8.3%	22 7.9%	17 12.5%
Taken advantage of someone sexually	7 2.7%	9 2.0%	18 4.5%	8 1.8%	8 1.8%	2 0.9%	0 0%	3 1.5%	4 2.6%	5 2.9%	2 1.3%	1 0.7%	7 4.2%	6 2.4%	3 1.2%	3 1.1%	6 2.2%	1 1.0%
Engaged in unprotected sex	28 10.9%	56 12.3%	33 8.2%	40 8.9%	33 7.7%	13 5.8%	9 10.0%	29 14.4%	16 10.3%	22 12.7%	12 7.9%	6 8.2%	18 11.0%	27 10.7%	17 6.9%	18 6.6%	21 7.6%	6 4.6%
Been taken to the ER	8 3.1%	11 2.4%	11 2.7%	11 2.4%	15 3.5%	5 2.5%	2 2.2%	6 3.1%	4 2.6%	5 2.9%	6 4.0%	2 2.7%	5 3.0%	5 2.0%	7 2.8%	6 2.2%	9 3.2%	3 2.4%

NOTE: Percentages are calculated based on number of responses to each item, not on total n in column.

* Total may not reflect sum of fraternity and non-fraternity men because some participants did not indicate if they were fraternity members

Table 48 examines the experience of key negative consequences for the aggregate sample by gender and fraternity and sorority status. Members of the fraternity and sorority communities experience a higher incidence of negative consequences than the entire sample, with fraternity men experiencing them at a higher rate than sorority women in all cases except been taken advantage of sexually in which the increase was greater in the female population.

Table 48: Negative Consequences Of Own Use Experienced in the Last Year by Sample (In Percentage)

Negative Consequence	Aggregate Male	Aggregate Fraternity	Aggregate Female	Aggregate Sorority
Vomited	64.5	79.0	54.5	62.7
Performed poorly on a test or important project	9.7	16.0	6.5	8.8
Missed a class	35.7	53.1	25.1	36.0
Have been taken advantage of sexually	6.4	8.3	7.1	11.7
Taken advantage of someone sexually	2.1	3.1	0.2	0.2
Engaged in unprotected sex	14.4	22.3	7.7	11.8
Been taken to the ER	3.2	4.0	2.5	3.3

Attitudes

Participants were asked to indicate their level of agreement with a number of statements about alcohol using a 5-point Likert-type scale. The number 1 equals “strongly disagree,” #2 equals “disagree,” #3 equals “no opinion,” #4 equals “agree,” and the #5 equals “strongly agree.” Table 49 contains the mean response for each statement for both the aggregate and first-year sample. Means above 3.5 are in the “agree” range and are highlighted in gray. Means below 2.5 are in the “disagree” range and are highlighted in black.

Table 49: Level of Agreement with Alcohol Attitude Statements

To what extent do you agree with the following statements. . .	Aggregate Sample	First-Year Sample
	Mean	Mean
Drinking is a central part of my social life	2.8	2.8
Drinking is a central part of the social life of the typical UVA student	3.6	3.5
Overall, I support the University’s efforts to curtail high-risk drinking	3.9	4.0
I have a better time at a social function if I drink.	3.4	3.4
UVA encourages responsible drinking.	3.7	3.8
If you or your friends are hurt or ill from alcohol, it is important to go to the UVA Emergency Room.	4.3	4.3
The UVA Emergency Room respects confidentiality for an alcohol related visit and does not contact parents, administration or police.	3.6	3.7

Leadership and Alcohol Consumption

There is a growing body of literature examining the relationship between leadership and alcohol consumption. A recent article by Spratt and Turrentine (2001) in the Journal of College Student Development found that students in leadership positions exhibit higher rates of alcohol consumption than students who are not in leadership positions. This finding has led many to wonder if students elect leaders who are heavier drinkers. This year's survey looked for existence of this phenomenon and found mixed results. Students were asked to indicate their level of involvement in each of twelve different extracurricular activities. The median number of drinks per week was then calculated for each level of involvement in each activity. The heaviest drinkers for intramural or club sports, social and service fraternities, and student government were those who were very involved. Likewise those in leadership positions in these groups tended to drink more drinks per week than their uninvolved peers. Thus providing evidence in favor of Spratt and Turrentine's theory in these subgroups. It is important to note, however, that in the other seven categorized activities, student leaders did not drink at higher rates than those less involved. The lowest drinking rates occurred in religious and interfaith groups and minority and ethnic groups. Please see Table 50 for the mean consumption for all levels of involvement in each activity.

Table 50: Median Alcohol Consumption by Level of Involvement in Extracurricular Activities (Aggregate Sample)

Activity	Level of Involvement			
	Not Involved	Somewhat Involved	Very Involved	Leadership Position
Intercollegiate Athletics	5	5	2	2
Intramural or club sports	3	7	8	8
Social Fraternities/Sororities	3	8	12	10
Service Fraternity or Sorority	5	4	6	5
Religious & Interfaith Groups	6	3	1	1
Minority and Ethnic Groups	6	2	3	3
Political/Social Action Groups	5	4	4	4
Music & Performing Arts Groups	5	4	3	3
Student Media Organization	5	4	3	3
Student Government	5	8	8	7
Community Service	5	5	4	4
Other activities	5	5	5	4

GPA and Alcohol Consumption

Many colleges and universities have found that students' GPA decreases as their consumption increases. This is not necessarily the case at the University of Virginia. Table 51 provides the median number of drinks per week that students reported consuming, organized by their reported GPA. The students with the highest grades report the highest number of drinks per week. The majority of students (those that fall within the B- to B+ grade bracket) consume a median of 5 drinks per week.

Table 51: Median Number of Drinks Per Week by GPA (Aggregate Sample)

GPA	Median # of Drinks	N
A+	6	44
A	4	327
A-	4	450
B+	5	468
B	5	394
B-	5	203
C+	4	124
C	4	47
C-	2	15
D+	0	8
D	5	2
F	0	0

4th-Year 5th

This year's survey included a question designed to measure participation in the 4th-Year 5th, a much maligned UVA occurrence in which fourth-year students attempt to consume a fifth of liquor on the day of the last home football game. Table 52 indicates the percentage of participants in this activity for both the aggregate sample and fourth-year students. 17.4% of fourth-year students report participating in the 4th Year 5th. This number is higher than the 13.1% reported by this same survey in 2005. However, the number of fourth years who had nothing to drink that day increased from 2005 to 2006.

Table 52: Degree of Participation in the 4th-Year 5th (By Percentage)

Have you ever participated in the 4 th Year 5 th ?	Aggregate Sample	4 th -Year Students
Yes, and I finished the whole fifth	5.3	12.7
Yes, but I did not finish the whole fifth	2.4	4.7
No, but I did drink that day	30.6	32.6
No, and I had nothing to drink that day	61.7	50.0

Have you ever participated in the 4 th Year 5 th ?	Aggreg. Sample	Aggreg. Sample	Aggreg. Sample	4 th -Yr	4 th -Yr	4 th -Yr
	2004	2005	2006	2004	2005	2006
Yes, and I finished the whole fifth	3.3	5.0	5.3	6.7	9.4	12.7
Yes, but I did not finish the whole fifth	1.6	1.4	2.4	3.6	3.7	4.7
No, but I did drink that day	34.0	38.2	30.6	35.6	38.1	32.6
No, and I had nothing to drink that day	61.1	55.4	61.7	54.1	48.8	50.0

Tobacco

Students were asked to report the extent of their tobacco use. Tobacco was defined as cigarettes, cigars, pipes, snuff, chew or dip. It was reported that 21.3% of all UVA students have used tobacco in the last 30 days. This was a decrease of 12.3% from last year, where 24.3% of UVA students reported using tobacco in the past 30 days. Similarly, 18.9% of first years used tobacco in the last 30 days, compared to 21.3% of first years in 2005, a decrease of 11.3%.

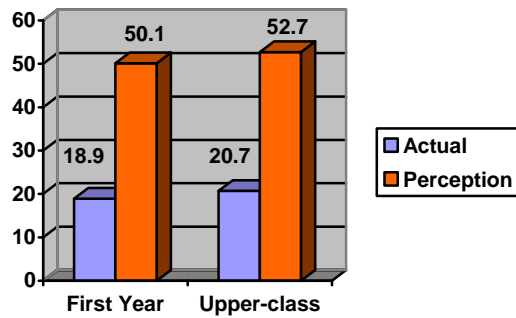


Figure 6: Actual Vs. Perception of Tobacco Use
(Shown in percentage)

When queried as to their perceptions of what percentage of other UVA students used tobacco, first years had a skewed perception of what other first years smoked. 42.6% of first years correctly perceived that 0-19% of first years smoked. More than one half of students misperceived the rate of smoking. The same is true for what first years thought about upper-class. Whereas the actual rate of smoking is 20.7% among upper-class, approximately 43.6% of first years accurately perceived this rate of 0-21%.

Discussion

The results of the 2006 Health Promotion survey are encouraging. While misperceptions still exist concerning amount of alcohol consumed on campus, the negative consequences resulting from drinking have decreased. The misperception gap is one drink for both the first-year class and the upper-class, which is consistent to last year's findings. First years continued to overestimate the drinking of upperclassmen this year by three drinks. The data contained within this report provides justification for continuing with the campus-wide social norming campaign to both reinforce the norms students see in their first-year and to continue to reach those students who have not been exposed to the first-year campaign.

The experience of negative consequences continues to decline. This is encouraging as the actual consequences, which occur as a result of student drinking, are the true benchmark of the effectiveness of our programs. The first year data shows a decline from the previous year in fourteen of the seventeen measurements of negative consequences. Ten of the categories have decreased from 2001. The areas that have not decreased this past year among the first year class are driving under the influence, been in trouble with the police, and have been taken advantage of sexually. Since 2001 data has been collected on the negative consequences of the aggregate sample and the results here are even more encouraging. All seventeen areas had a decrease in negative consequences since 2001. The areas of the largest decline include getting into a fight (52.6% decrease), being hurt or injured (59.7% decrease), taking advantage of someone sexually (76.1% decrease) and driving under the influence (46.0% decrease). One possible explanation for the decrease of negative consequences is that the Grounds Wide posters for the past two years have included norms on protective behaviors. Two posters specifically addressed drunk driving (intervening to stop friends from driving under the influence and planning on a designated driver), which could account for the large decrease in that particular negative consequence.

Due to the fact that negative consequences continue to decrease while in some cases, drinks per week remain stable or are increasing, the focus continues to center on students' estimated BAC levels as a more accurate predictor of high risk drinking. The average BAC while drinking for both the aggregate sample and first year sample has significantly decreased over the past year. The first year average BAC dropped from .09 in 2005 to .07 in 2006. Likewise, the aggregate sample dropped from a BAC of .07 to .05. A decrease in BAC levels as well as a decrease in negative consequences may indicate that students are engaging in more protective behaviors.

One of the greatest gaps in misperception is between Fraternity or Sorority's perception of their non-Fraternity and Sorority peers. Fraternity and Sorority members greatly overestimate the number of drinks the rest of the student body consumes. While traditional social norming efforts may be unlikely to be effective within the fraternity and sorority community, given that they do not hold a misperception about the extent to which "most fraternity men" drink, exposure to the norm of their non-Fraternity or Sorority peers may have an impact. Efforts to share these norms with Fraternities and Sororities will continue in 2007 with the third year of the NIAAA grant administered through the Center for Substance Education. This intervention focuses on reducing high risk drinking among fraternities and sororities at UVA. The small group norms-challenging (also known as Project Culture Change) developed by Jeanne Far and John Miller at Washington State University will be enhanced and used. Far and Miller believe students draw their perceptions about drinking from the interactions they have with their own peer group; in this case of the NIAAA grant, with members of their own fraternity or sorority chapters. This indicates that more research is warranted when working with sub-groups to determine by whom each group is influenced.

Tobacco use has decreased from the levels reported in the 2005 Health Promotion Survey among both first years and upper-class individuals. A gap still exists between the actual tobacco use and the perceived use of tobacco. Tobacco use is a continuing health concern for UVA students and although the normative campaigns do not directly address this issue, this office continues to collaborate with the

Center for Substance Education on a social norms marketing campaign to reduce smoking. Last year Smoke-Free Bar Nights were introduced and continue to be sponsored by the Office of Health Promotion. Quit-Kits and individual smoking cessation sessions are also available to all interested students and their friends who support them.

A variety of marketing devices and outreach were utilized in this past year's social norms marketing campaign. The Stall Seat Journals and Grounds Wide posters were continued as well as hooFEST, first launched in spring, 2004. hooFest was has been repeated for each subsequent fall. In 2005 and over 1,500 students were in attendance. During this event, BAC information was distributed, a variety of a cappella groups performed and snacks donated from UVA Catering, were served.

Additionally, students were recruited from a diverse assortment of UVA organizations to form a Student Advisory Panel to help update the Grounds Wide poster campaign for the 2006-2007 academic year. Members included 11 students of different gender, ethnicities, and affiliations. Based on their input and feedback a campaign pairing honor and community building with protective behaviors and normative information was developed. The panel itself served as an intervention that enhanced community in that the students' interaction built relationships among them. The updated posters will be distributed during the upcoming school year.

Facebook became a new venue for advertising our normative messages. This web based phenomenon serves as an online community for college students to make friends, join groups, post pictures, and share information. In spring of 2005, *HooKnew?* normative messages were posted as UVA "Flyers" which randomly appeared on the screens of UVA linked students. The message appeared approximately 10,000 times per day, every day of the week. This promotion will continue through the upcoming year.

Overall, the social norms campaign is making positive headway in reducing high-risk drinking among students and the negative consequences associated with it. To build upon its current success, the following recommendations are offered:

1. Continue to revamp campus-wide social norming campaign, to keep it fresh with an emphasis on honor and community building.
2. Expand the Grounds Wide campaign with distribution of bluebooks, which will reach students and faculty, posting norms on The Corner, and opening a *HooKnew? Facebook* account with norms and health information.
3. Continue to create separate norming materials for first-year men and first-year women, adding an emphasis on BAC levels and protective behaviors.
4. Maintain the collaboration with CASE, to develop a small group norms-challenging intervention to reduce drinking within the fraternity and sorority communities in addition to a campaign targeted at athletes.

Appendix A

References for Further Reading

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Appendix B

Survey Items

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

Please select the appropriate circle:

1. Gender:
 - Female
 - Male

2. Age: **(Students to type in)**

3. Living Arrangements:
 - 1st-Year Alderman Residence Hall (New Dorms)
 - 1st-Year McCormick Residence Hall (Old Dorms)
 - Residential College
 - Fraternity/Sorority House
 - Other University Housing
 - Non-University Apartment/house
 - Living with parents or relative

4. Residency:
 - Virginia
 - Other State
 - International

BEHAVIORS

Please fill in the appropriate circle for each of the following:

5. Within the last year, to what extent have you participated in any of the following activities? (Mark one for each question)
 - Not At All Somewhat Involved (1-10 hours/week) Very involved Involved
(10+ hours/week)
 - A. Intercollegiate Athletics
 - B. Intramural or club sports
 - C. Social Fraternities or Sororities
 - D. Service Fraternity/Sorority
 - E. Religious and Interfaith Groups
 - F. Minority and ethnic organizations
 - G. Political and social action groups
 - H. Music and other performing arts groups

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

- I. Student media organization (radio, newspaper, magazine, etc.)
- J. Student government
- K. Community service
- L. Other activities

6. Do you hold a leadership position in any of the following activities?

Yes No

- M. Intercollegiate Athletics
- N. Intramural or club sports
- O. Social Fraternities or Sororities
- P. Service Fraternity/Sorority
- Q. Religious and Interfaith Groups
- R. Minority and ethnic organizations
- S. Political and social action groups
- T. Music and other performing arts groups
- U. Student media organization (radio, newspaper, magazine, etc.)
- V. Student government
- W. Community service
- X. Other activities

7. During the past 12 months, have you consumed any alcoholic beverages?

Yes No

8. **Since the beginning of the school year, have you:**

Not at all Once Twice or more

- a) Attended an alcohol presentation given by ADAPT?
- b) Attended an alcohol presentation given by a Peer Health Educator?
- c) Attended the Choices alcohol education class?
- d) Seen the Stall Seat Journal Poster Series in the bathrooms?
- e) Seen the *Hoo Knew?* campaign (71% of UVA students who drink usually plan on a designated driver or alternative transportation. 68% of UVA students who drink usually make sure they have eaten beforehand.)?
- f) Taken a course that covered alcohol issues?
- g) Had a conversation about your drinking with your RC?
- h) Had a conversation about your drinking with a counselor?
- i) Had a conversation about your drinking with a faculty member or TA?

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

For the following questions, a “drink” means any of the following:

A 12-ounce can/bottle of beer

A 4-ounce glass of wine

A mixed drink

One ounce of 100-proof liquor

9. What is the average number of drinks **you** consume per **WEEK (Monday through Sunday)**?

(STUDENTS TO ENTER #)

10. What is the average number of drinks you think **most UVA first-years** consume per **WEEK (Monday through Sunday)**? Your best estimate:

(STUDENTS TO ENTER #)

11. What is the average number of drinks you think **most UVA upper-class students** consume per **WEEK (Monday through Sunday)**? Your best estimate:

(STUDENTS TO ENTER #)

12. When you drink how many drinks do **you** usually have? Your best estimate:

(STUDENTS TO ENTER #)

13. Among UVA students who do drink, how many drinks on average do you think they usually have?

(STUDENTS TO ENTER #)

14. Over the course of how many hours do **you** typically drink? Your best estimate:

(STUDENTS TO ENTER #)

15. To what extent has **your** alcohol use changed within the last 12 months?

Increased

About the same

Decreased

I have not used alcohol

Please fill in the appropriate circle for each of the following:

16. **Since returning from winter break**, how often did you... Not at all Once Twice or more

Drive

Drive after drinking

Drive after having 5 or more drinks

Serve as a designated driver

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

Please fill in the appropriate circle for each of the following:

17. When I drink, I...

Never Rarely Sometimes Usually Always

- a) plan on a designated driver, or alternative transportation
- b) play drinking games
- c) stay in a group for protection (use a buddy system)
- d) take shots
- e) make my own drinks
- f) watch other people make my drinks
- g) alternate with non-alcoholic beverages
- h) drink to get drunk
- i) make sure I have eaten beforehand
- j) set a limit on the number of drinks I will have
- k) drink at the rate of one or fewer per hour
- l) try to keep up with my friends
- m) take precautions not to inconvenience non-drinking peers

18. When I am with someone else who is drinking, I...

Never Rarely Sometimes Usually Always Never had the Opportunity

- a) make sure they are not left alone with a stranger
- b) encourage them to drink more
- c) ask them to slow down if they are drinking excessively
- d) intervene to stop them from drinking and driving
- e) intervene to stop them from harming themselves
- f) intervene to stop them from harming others
- g) roll them on their side, if they have been sick
- h) stay and monitor them, if they are passed out
- i) Call 911, if they are showing signs of alcohol poisoning

CONSEQUENCES

Please fill in the appropriate circle for each of the following:

19. Within the past 12 months, have you experienced any of the following as a consequence of your drinking?

Yes ** If Yes, how Many Times? No

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

- a) had a hangover
- b) vomited
- c) performed poorly on a test or important project
- d) damaged property
- e) gotten into an argument
- f) missed a class
- g) had a memory loss
- h) have been taken advantage of sexually
- i) taken advantage of someone sexually
- j) felt embarrassed or ashamed because of your use
- k) had a friend worry about you because of your use
- l) been in trouble with the police ** If Yes, how many times, how many drinks & what period of time
- m) gotten into a fight
- n) been hurt or injured
- o) driven under the influence
- p) engaged in unprotected sex
- q) been to the emergency room

OPINION

Please fill in the appropriate circle for each of the following.

Strongly Disagree No Agree Strongly
Disagree Opinion Agree

20. To what extent do you agree with the following statements:

- a) Drinking is a central part of my social life.
- b) Drinking is a central part of the social life of the typical UVA student.
- c) I have a better time at a social function if I drink.
- d) UVA encourages responsible drinking.
- e) Overall, I support the University's efforts to curtail high-risk drinking.
- f) If you or your friends are hurt or ill from alcohol, it is important to go to the UVA Emergency Room.
- g) The UVA Emergency Room respects confidentiality for an alcohol related visit and does not contact parents, administration or police.

Please fill in the appropriate circle for each of the following.

Strongly Disagree No Agree Strongly
Disagree Opinion Agree

21. To what extent do you think MOST UVA students agree with the following statements:

- c) Drinking is a central part of my social life.
- d) Drinking is a central part of the social life of the typical UVA student.

2006 Health Promotion Alcohol Survey Items (First-Year Questionnaire)

- c) I have a better time at a social function if I drink.
- d) UVA encourages responsible drinking.
- e) Overall, I support the University's efforts to curtail high-risk drinking.
- f) If you or your friends are hurt or ill from alcohol, it is important to go to the UVA Emergency Room.
- g) The UVA Emergency Room respects confidentiality for an alcohol related visit and does not contact parents, administration or police.

22. Over the **LAST 30 DAYS**, have **you** used tobacco (by tobacco, we mean cigarettes, cigars, pipes, snuff, chew or dip)? YES NO

23. If you use tobacco, do you want to quit? YES NO

24. Over the **LAST 30 DAYS**, what percentage of **UVa first-years** do you think have used tobacco?
(Students to type in)

25. Over the **LAST 30 DAYS**, what percentage of **UVa upper-class students** do you think have used tobacco?
(Students to type in)

26. What are the top two concerns facing UVA students?

1)

2)

27. What two health concerns have the most negative impact on students' academic performance?

1)

2)

28. Race or Ethnic origin:

Black/African American

American Indian/Alaska Native

Asian

Caucasian

Hispanic/Latino

Pacific Islander/Native Hawaiian

Other

29. Body Weight in pounds:

(Students to type in)

30. Approximate grade point average
(Students to enter)

31. Final comments (Text Box Only)

2006 Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

Please select the appropriate circle:

4. Gender:

Female

Male

5. Age: **(Students to type in)**

6. Living Arrangements:

1st-Year Alderman Residence Hall (New Dorms)

1st-Year McCormick Residence Hall (Old Dorms)

Residential College

Fraternity/Sorority House

Other University Housing

Non-University Apartment/house

Living with parents or relative

4. Residency:

Virginia

Other State

International

5. What class level are you at U.Va.?

1st year

2nd year

3rd year

4th year

5th year

Graduate/professional student

Not seeking a degree

Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

BEHAVIORS

Please fill in the appropriate circle for each of the following:

6. Within the last year, to what extent have you participated in any of the following activities? (mark one for each question)
Not At All Involved Somewhat Involved (1-10 hours/week) Very involved (10+ hrs)

- Y. Intercollegiate Athletics
- Z. Intramural or club sports
- AA. Social Fraternities or Sororities
- BB. Service Fraternity/Sorority
- CC. Religious and Interfaith Groups
- DD. Minority and ethnic organizations
- EE. Political and social action groups
- FF. Music and other performing arts groups
- GG. Student media organization (radio, newspaper, magazine, etc.)
- HH. Student government
- II. Community service
- JJ. Other activities

7. Do you hold a leadership position in any of the following activities?

Yes No

- KK. Intercollegiate Athletics
- LL. Intramural or club sports
- MM. Social Fraternities or Sororities
- NN. Service Fraternity/Sorority
- OO. Religious and Interfaith Groups
- PP. Minority and ethnic organizations
- QQ. Political and social action groups
- RR. Music and other performing arts groups
- SS. Student media organization (radio, newspaper, magazine, etc.)
- TT. Student government
- UU. Community service
- VV. Other activities

8. During the past 12 months, have you consumed any alcoholic beverages?

Yes No

Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

Please fill in the appropriate circle for each of the following:

16. **Since returning from winter break**, how often did you... Not at all Once Twice or more
- Drive
 - Drive after drinking
 - Drive after having 5 or more drinks
 - Serve as a designated driver

Please fill in the appropriate circle for each of the following:

17. **When I drink, I...**

Never Rarely Sometimes Usually Always

- n) plan on a designated driver, or alternative transportation
- o) play drinking games
- p) stay in a group for protection (use a buddy system)
- q) take shots
- r) make my own drinks
- s) watch other people make my drinks
- t) alternate with non-alcoholic beverages
- u) drink to get drunk
- v) make sure I have eaten beforehand
- w) set a limit on the number of drinks I will have
- x) drink at the rate of one or fewer per hour
- y) try to keep up with my friends
- z) take precautions not to inconvenience non-drinking peers

18. **When I am with someone else who is drinking, I...**

Never Rarely Sometimes Usually Always Never had Opportunity

- j) make sure they are not left alone with a stranger
- k) encourage them to drink more
- l) ask them to slow down if they are drinking excessively
- m) intervene to stop them from drinking and driving
- n) intervene to stop them from harming themselves
- o) intervene to stop them from harming others
- p) roll them on their side, if they have been sick
- q) stay and monitor them, if they are passed out
- r) call 911, if they are showing signs of alcohol poisoning

Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

CONSEQUENCES

Please fill in the appropriate circle for each of the following:

19. Within the past 12 months, have you experienced any of the following as a consequence of your drinking?

Yes ** If Yes, How many times? No

- r) had a hangover
- s) vomited
- t) performed poorly on a test or important project
- u) damaged property
- v) gotten into an argument
- w) missed a class
- x) had a memory loss
- y) have been taken advantage of sexually
- z) taken advantage of someone sexually
- aa) felt embarrassed or ashamed because of your use
- bb) had a friend worry about you because of your use
- cc) been in trouble with the police **If Yes, how many times, how many drinks & over what period of time
- dd) gotten into a fight
- ee) been hurt or injured
- ff) driven under the influence
- gg) engaged in unprotected sex
- hh) been to the emergency room

OPINION

Please fill in the appropriate circle for each of the following.

Strongly Disagree No Agree Strongly
Disagree Opinion Agree

20. To what extent do you agree with the following statements:

- e) Drinking is a central part of my social life.
- f) Drinking is a central part of the social life of the typical UVA student.
- c) I have a better time at a social function if I drink.
- d) UVA encourages responsible drinking.
- e) Overall, I support the University's efforts to curtail high-risk drinking.
- f) If you or your friends are hurt or ill from alcohol, it is important to go to the UVA Emergency Room.
- g) The UVA Emergency Room respects confidentiality for an alcohol related visit and does not contact parents, administration or police.

Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

Please fill in the appropriate circle for each of the following.

Strongly Disagree No Agree Strongly
Disagree Opinion Agree

21. To what extent do you think MOST UVA students agree with the following statements:
- a) Drinking is a central part of my social life.
 - b) Drinking is a central part of the social life of the typical UVA student.
 - c) I have a better time at a social function if I drink.
 - d) UVA encourages responsible drinking.
 - e) Overall, I support the University's efforts to curtail high-risk drinking.
 - f) If you or your friends are hurt or ill from alcohol, it is important to go to the UVA Emergency Room.
 - g) The UVA Emergency Room respects confidentiality for an alcohol related visit and does not contact parents, administration or police.
22. Did you participate in the 4th Year 5th this past November?
- Yes, and I finished the whole fifth.
 - Yes, but I did not finish the whole fifth.
 - No, but I did drink that day.
 - No, and I had nothing to drink that day.
23. Did you participate in the 4th Year 5K race this past November?
- Yes
 - No
24. Which living arrangement would be your first choice if it were available?
- Residence hall as they currently exist
 - Residence hall in which all residents choose not to drink or use drugs
 - Residence hall in which all residents agree not to get drunk or high
 - Other (**WITH BOX FOR EXPLANATION**)
25. Over the **LAST 30 DAYS**, have **you** used tobacco (by tobacco, we mean cigarettes, cigars, pipes, snuff, chew or dip)? YES NO
26. If you use tobacco, do you want to quit? YES NO
27. Over the **LAST 30 DAYS**, what percentage of **UVa Students** do you think have used tobacco?
(**Students to type in**)

Health Promotion Alcohol Survey Items (Upper-Class Questionnaire)

28. Race or Ethnic origin:

- Black/African American
- American Indian/Alaska Native
- Asian
- Caucasian
- Hispanic/Latino
- Pacific Islander/Native Hawaiian
- Other

29. Body Weight in pounds: **(Students to type in)**

30. Approximate grade point average

(Students to enter)

31. What are the top two concerns facing UVA students?

1)

2)

32. What two health concerns have the most negative impact on students' academic performance?

1)

2)

33. Final comments (Text Box Only)