

Report on the Alcohol and Social Life Surveys

(updated 5/1/14)

The Alcohol and Social Life (A&SL) Surveys were administered as part of Cornell University's work with the National College Health Improvement Project (NCHIP), led by Dartmouth College. Founded in June 2011, the NCHIP model seeks to address seemingly intractable problems by developing and implementing evidence-based programs and evaluating outcomes. As part of this evaluation, Cornell conducted random sample surveys of the undergraduate population for the six semesters of the project.

The A&SL Surveys were developed by staff from the Office of Institutional Research and Planning and Gannett Health Services. Cornell's Survey Research Institute administered the surveys, with funding provided by the Vice President for Student and Academic Services. Research was approved by Cornell's Institutional Review Board. Analysis of the data was provided by the Office of Institutional Research and Planning. This report was developed by staff from Gannett Health Services.

In order to document longer trends regarding some variables presented below (e.g., harms due to alcohol or other drug use), we provide comparisons from the PULSE (Perceptions of Undergraduate Life and Student Experiences) Survey and CORE Alcohol and Drug Survey, which were administered prior to Cornell's participation in NCHIP.

- The CORE and Fall A&SL surveys were administered in late October/early November.
- The PULSE and the Spring A&SL surveys were administered in March/April.

Findings suggest progress towards reducing the culture of high-risk drinking at Cornell. Spring 2014 respondents were more likely to:

- agree that there are enough late-night social activities without alcohol;
- report not drinking at all;
- engage in less high-risk drinking (defined as consuming 5 or more drinks in a sitting for a man and 4 or more drinks in sitting for a woman, in the past two weeks);
- report fewer experiences of harm (e.g. memory loss); and
- indicate that blacking out was not socially acceptable.

Note: charts with these positive outcomes are *highlighted in blue*, below.

Also included in this report are survey findings that were used in Cornell's "Target Safety and Target Success" social norms media campaigns. To learn more about these campaigns, please visit: health.cornell.edu/target. Charts with data used in the campaigns are highlighted in yellow.

Questions regarding this report should be directed to:

Tim Marchell, PhD, MPH, Director of Mental Health Initiatives

Cornell University's Gannett Health Services

607 255-4782

tcm9@cornell.edu

Survey Response Rates:

A&SL Survey Fall 2011 n=1260 (of 2019)	A&SL Survey Spring 2012 n=3213 (of 5000)	A&SL Survey Fall 2012 n=3079 (of 5000)	A&SL Survey Fall 2013 n=2827 (of 5000)	A&SL Survey Spring 2014 n=2790 (of 5000)
62%	64%	62%	57%	56%

Demographics of respondents:

Percent of survey population responding within the following groups	A&SL Fall 2011 (n=1208)	A&SL Spring 2012 (n=3003)	A&SL Fall 2012 (n=2779)	A&SL Fall 2013 (n=2491)	A&SL Spring 2014 (n=2627)
Gender/Sex					
Male	47	44	43	43	44
Female	53	55	56	56	55
Transgender/gender-variant	.2	.6	.5	.5	1
Year in School					
First year	26	25	26	26	26
Sophomore	24	26	25	27	25
Junior	26	25	24	24	24
Senior	24	25	26	24	25
Membership					
Member (or joining) Greek org	24	30	22	24	28
Intercollegiate athlete	8	9	9	10	10

Perceptions of the social scene:

How satisfied are you with the range of social activities available at Cornell? % of students reporting

	A&SL Fall 2011	A&SL Spring 2012	A&SL Fall 2012	AS&L Fall 2013	AS&L Spring 2014
Very dissatisfied	5	6	4	5	4
Generally dissatisfied	20	25	20	16	17
Generally satisfied	62	59	63	64	64
Very satisfied	13	10	13	15	16

How much would you agree or disagree with this statement: There are enough late-night (e.g., after 11 pm) social activities that don't involve alcohol? % of students reporting

	A&SL Fall 2011	A&SL Spring 2012	A&SL Fall 2012	AS&L Fall 2013	AS&L Spring 2014
Strongly disagree	11	13	10	11	10
Disagree	46	42	43	44	42
Agree	38	39	42	41	41
Strongly agree	5	6	6	5	6

Note: charts with the positive outcomes, listed on p.1, are *highlighted in blue*, above

Drinking behavior:

Typical drinking behavior, all respondents (including non-drinkers)

On average, how many alcoholic drinks do you consume when you drink?

% of students reporting

	PULSE Spring 2009	PULSE Spring 2011	A&SL Fall 2011	A&SL Spring 2012	A&SL Fall 2012	PULSE Spring 2013	AS&L Fall 2013	AS&L Spring 2014
I do not drink	25	28	27	27	32	31	33	31
1	8	7	6	6	6	7	5	5
2	13	13	12	11	12	12	9	11
3	17	16	13	16	13	15	12	14
4	13	14	14	14	14	14	13	13
5	10	10	10	11	10	10	10	9
6	6	6	8	7	6	5	8	7
7	3	3	3	3	3	3	4	3
8	2	2	3	2	2	2	2	3
9 or more	3	3	4	4	3	3	4	4

High-risk drinking

“Think back over the last 2 weeks...”

For men: *“on how many occasions, if any have you had **five or more** alcoholic drinks?”*

For women: *“on how occasions, if any, have you had **four or more** alcoholic drinks?”*

% of students (including non-drinkers) reporting number of high-risk drinking occasions

	PULSE Spring 2009	PULSE Spring 2011	A&SL Fall 2011	A&SL Spring 2012	A&SL Fall 2012	PULSE Spring 2013	AS&L Fall 2013	AS&L Spring 2014
0	55	56	51	52	57	60	54	57
1	16	16	16	16	17	15	16	17
2	11	11	12	11	11	10	11	10
3	6	7	6	7	6	6	7	6
4	5	5	6	7	5	4	5	4
5	3	3	4	3	3	2	4	2
6	2	2	3	2	1	1	2	2
7	1	1	1	1	1	.4	1	1
8	.4	.3	.4	1	.2	.4	.2	1
9 or more	1	1	1	1	1	1	1	1

Note: charts with the positive outcomes, listed on p.1, are *highlighted in blue*, above

Average BAC on days drinking alcohol (does not include the 0s from days not drinking)

A&SL Spring 2012 only		
Among drinkers (N= 1896)	Mean = .06 Median = .05 Mode = .00	SD = .05 Min = .00 Max = .42

Frequency of drinking

A&SL Fall 2012 only	Actual Behavior (%)	Perception of Behavior (%)
	In the past 30 days about how frequently did you drink?	How frequently do you think most (>50%) Cornellians drink?
Non drinker	32	3
Less than 1x a week	23	14
Once a week	17	38
Twice a week	19	35
3x per week	8	9
4+ times per week	2	1

Harms due to alcohol or other drug use:

“In the past year, how often have you experienced any of the following due to your alcohol or other drug use?” (Response options: never; once; twice; 3–5 times; 6-9 times; 10 or more times)

	% of all respondents, including nondrinkers, who reported experiencing a harm once or more often in the past year						
	CORE Fall 1998	CORE Fall 2000	CORE Fall 2003	CORE Fall 2005	A&SL Fall 2012	A&SL Fall 2013	National Reference 2010
Had a memory loss	29	30	33	32	30	28	34
Got in trouble with police, residence hall or other college authorities	8	11	10	10	5	5	12
Damaged property, pulled fire alarm, etc.	6	9	7	7	4	2	5
Missed class	30	31	30	25	18	16	26
Performed poorly on a test or important project	11	16	16	16	8	7	19
Been hurt or injured	12	13	14	14	13	9	16
Thought you might have a drinking or other drug problem	7	10	10	8	5	5	9
Tried unsuccessfully to stop using alcohol or other drugs	2	4	4	3	2	2	4
Was criticized by someone you know due to your drinking or drug use	26	27	27	27	9	7	28

Select data from this chart was also used in the social norms campaign.

Note: Charts with the positive outcomes, listed on p.1, are *highlighted in blue*. Charts with data used in the social norms campaigns are *highlighted in yellow*.

Perception of % of Cornell students experiencing harm at least one in the past year from alcohol or other drugs:

A&SL Fall 2012 only	Average response: % of Cornellians believed to have experienced harm in past year
Had a memory loss	33
Missed a class	42
Performed poorly on test or important project	30
Been hurt or injured	27

Other data used for social norms posters:

A&SL Spring 2012 only	Yes %	No %
Do you USUALLY or ALWAYS avoid taking shots rapidly, or not drink at all?	75	25

A&SL Spring 2012 only	Yes %	No %
I believe it is my responsibility to ask a friend to slow down if drinking excessively.	87	13
I think that most Cornell undergraduates (>50%) believe it is their responsibility to ask a friend to slow down if drinking excessively.	62	38

	AS&L Spring 2012	AS&L Fall 2013
I think that drinking to the point of “blacking out” is never social acceptable .	70%	76%
I think that most Cornell undergraduates (>50%) think that drinking to the point of “blacking out” is never social acceptable.	20%	49%

Data from this chart was also used in the social norms campaign.

Note: Charts with the positive outcomes, listed on p.1, are *highlighted in blue*. Charts with data used in the social norms campaigns are *highlighted in yellow*.

A&SL Fall 2012 only	(Among Cornellians who drink) "How often do <u>you</u> keep track of how many drinks you are having when drinking?"	"How often do you think most (>50%) Cornellians keep track of how many drinks they're having when drinking?"
	Actual Behavior (%)	Perception of Behavior (%)
Always track	39.4	4.2
Usually track	34.3	40.1
Sometimes track	15	41.6
Rarely track	7.8	12.8
Never track	3.5	1.3

Note: charts with data used in the social norms campaigns are *highlighted in yellow*, above.