



# Nebraska Young Adult Alcohol Opinion Survey

*2010-2012 State Summary Report*

June 2012



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Nebraska Office of Highway Safety

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# Table of Contents

Title Page .....	i
Acknowledgments .....	ii
Table of Figures .....	iv
Executive Summary .....	1
Introduction .....	4
Results .....	6
Alcohol Use.....	6
Lifetime Alcohol Use.....	6
Past Month Alcohol Use .....	6
Past Month Binge Drinking.....	6
Demographic Differences in Alcohol Use.....	7
Results Compared to Other Surveys of Young Adults.....	9
Binge Drinking and Cigarette Use .....	10
Past Month Binge Drinking and Cigarette Use .....	10
Binge Drinking and Social Smoking .....	10
Place of Alcohol Use.....	11
Type of Alcohol Consumed .....	12
Alcohol Impaired Driving.....	13
Past Year and Past Month Alcohol Impaired Driving.....	13
Demographic Differences in Alcohol Impaired Driving .....	14
Alcohol-Related Attitudes and Perceptions .....	16
Perception of Risk from Binge Drinking .....	16
Social Norms Regarding Alcohol Use.....	17
Attitudes and Perceptions Related to Providing Alcohol to Minors.....	18
Attitudes, Perceptions, and Experiences Related to Alcohol Service and Sales .....	19
Attitudes and Perceptions related to Alcohol Enforcement .....	20
Statewide 2010 and 2012 Nebraska Young Adult Alcohol Opinion Survey Summary Table .....	22
Indicators Overall and by Gender .....	22
Indicators by Age Category .....	26
Indicator Definitions .....	30
Sampling and Methodology .....	32
Survey Administration and Data Collection.....	32
Data Analysis and Reporting .....	35
Conclusions .....	37
References .....	38

# Table of Figures

<b>Figure 1:</b> Past Month Binge Drinking by Age and Gender .....	1
<b>Figure 2:</b> Alcohol Impaired Driving.....	2
<b>Figure 3:</b> Social Norms Related to Getting Drunk .....	3
<b>Figure 4:</b> Binge Drinking Among Adults: Nebraska and U.S., 1989-2010 .....	5
<b>Figure 5:</b> Length Since Last Alcohol Use .....	6
<b>Figure 6:</b> Past Month Alcohol Use and Binge Drinking .....	6
<b>Figure 7:</b> Past Month Binge Drinking by Age and Gender .....	7
<b>Figure 8:</b> Past Month Alcohol Use and Binge Drinking by Age .....	7
<b>Figure 9:</b> Percentage of Past Month Alcohol Users Who Binge Drank by Age .....	8
<b>Figure 10:</b> Past Month Alcohol Use and Binge Drinking by Urbanicity .....	8
<b>Figure 11:</b> Past Month Alcohol Use and Binge Drinking by Student Status and Age .....	9
<b>Figure 12:</b> Past Month Alcohol Use and Binge Drinking by State Survey.....	9
<b>Figure 13:</b> Cigarette Use by Past Month Binge Drinking.....	10
<b>Figure 14:</b> Social Smoking Habits of Past Month Cigarette Users by Past Month Binge Drinking....	10
<b>Figure 15:</b> Place of Usual Alcohol Use During the Past Month by Age .....	11
<b>Figure 16:</b> Place of Usual Alcohol Use During the Past Month by Gender.....	11
<b>Figure 17:</b> Type of Alcohol Usually Consumed During the Past Month .....	12
<b>Figure 18:</b> Type of Alcohol Usually Consumed During the Past Month by Gender .....	12
<b>Figure 19:</b> Alcohol Impaired Driving.....	13
<b>Figure 20:</b> Past Month Driving After Binge Drinking by Past Month Binge Drinking Frequency .....	13
<b>Figure 21:</b> Alcohol Impaired Driving by Age .....	14
<b>Figure 22:</b> Percentage of Past Month Binge Drinkers Who Drove After Binge Drinking During the Past Month by Age and Gender .....	14
<b>Figure 23:</b> Past Month Driving After Binge Drinking by Urbanicity .....	15
<b>Figure 24:</b> Alcohol Impaired Driving by Student Status and Age .....	15
<b>Figure 25:</b> Perceived Risk from Binge Drinking .....	16
<b>Figure 26:</b> Past Month Binge Drinking by Perceived Risk from Binge Drinking .....	16
<b>Figure 27:</b> Social Norms Related to Underage and Legal Age Drinking Behaviors .....	17
<b>Figure 28:</b> Social Norms Related to Getting Drunk .....	17
<b>Figure 29:</b> Attitudes and Perceptions Related to Providing Alcohol to Minors .....	18
<b>Figure 30:</b> Wrong or Very Wrong for Adults to Provide Alcohol to Minors by Age .....	18
<b>Figure 31:</b> Perceptions of the Sale of Alcohol to Minors .....	19
<b>Figure 32:</b> Perceptions of the Sale of Alcohol to Drunken Adults .....	19
<b>Figure 33:</b> Level of Agreement/Disagreement That Bartenders and Wait Staff Should Receive Responsible Beverage Server Training and Employees Who Work in Stores That Serve Alcohol Should Be Taught How to Serve Alcohol Responsibly .....	20
<b>Figure 34:</b> Attitudes Related to Alcohol Enforcement .....	20
<b>Figure 35:</b> Perceptions of Police Enforcement of Alcohol .....	21

# Executive Summary

Alcohol is the most commonly used substance in Nebraska. The rates of underage drinking, binge drinking, and alcohol impaired driving continue to be higher in Nebraska than the rest of the United States. Alcohol misuse within Nebraska places an enormous strain on the healthcare system, the criminal justice system, and the substance abuse treatment system. While this is a cause for concern among people of all ages in Nebraska, it is particularly an issue among young adults, who tend to be the age group most likely to use alcohol and suffer from the negative consequences associated with alcohol misuse.

While some data on alcohol use and alcohol impaired driving among young adults in Nebraska are available, they are limited, largely unavailable at a sub-state level (e.g., county or multi-county level), and virtually no data are available on the attitudes and perceptions related to alcohol among young adults. As a result, the Nebraska Young Adult Alcohol Opinion Survey was administered by mail to 19-25 year olds in Nebraska between December 2009 and February 2010 and again between December 2011 and February 2012. A total of 3,466 young adults completed the survey at the first administration (referred to as 2010) and 2,725 at the second administration (referred to as 2012). demographics of the participants are located in the "Sampling and Methodology" Section. Results were weighted to represent young adults statewide. Following are highlighted results.

## Alcohol Use Among 19-25 Year Olds in Nebraska

- More than two-thirds of respondents in each survey sampling (67.9% in 2010 and 69.1% in 2012) reported using alcohol in the past month.
- Past month binge drinking increased from 43.8% among 2010 respondents to 47.3% among 2012 respondents ( $p > .05$ ). This increase from 2010 was solely due to the increase in binge drinking among males, for whom past month binge drinking increased from 43.7% in 2010 to 50.9% in 2012 ( $p < .05$ ). Binge drinking for females remained consistent, with 43.9% in 2010 and 43.5% in 2012 reporting past month binge drinking.

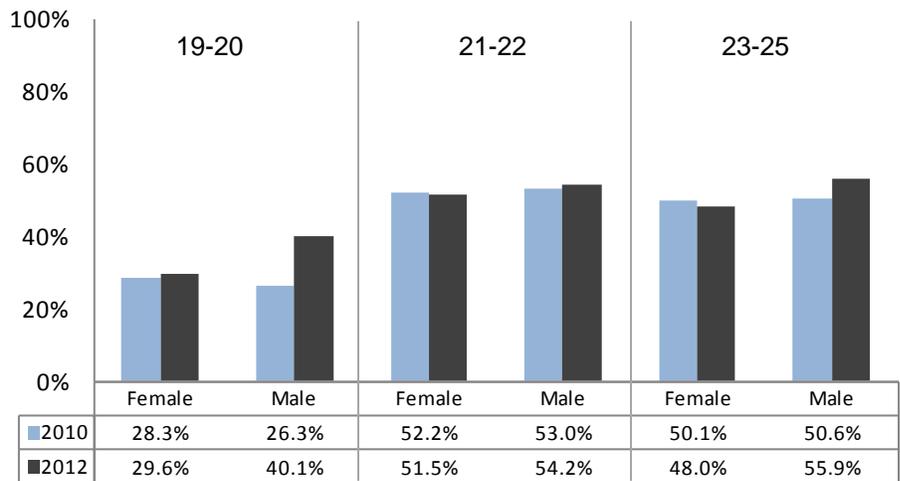
- Males ages 19-20 and 23-25 demonstrated notable increases in past month binge drinking from 2010 to 2012, while binge drinking rates for females remained fairly stable. Past month binge drinking increased significantly ( $p < .05$ ) among 19-20 year old males from 26.3% in 2010 to 40.1% in 2012 ( $p < .05$ ) (Figure 1).

- 25 year olds were about twice as likely as 19-20 year olds to drink and binge drink. However, among past month alcohol users, 20 year olds were the most likely to binge drink in 2012.

- Two-thirds of past month alcohol users binge drank in the past 30 days (64.8% in 2010 and 68.3% in 2012).

- Young adults living in urban areas reported significantly higher rates of past month alcohol use and binge drinking compared to their peers living in rural areas in both years of the survey ( $p < .05$ ).
- Those enrolled in college full-time and ages 21-22 reported higher rates of binge drinking than their non-full-time college enrolled peers in both years of the survey. Those enrolled in college full-time ages 19-20 reported higher rates of binge drinking in 2010, but lower in 2012, compared to their non-full-time college enrolled peers.

**Figure 1: Past Month Binge Drinking\* Among 19-25 Year Olds in Nebraska by Age and Gender**

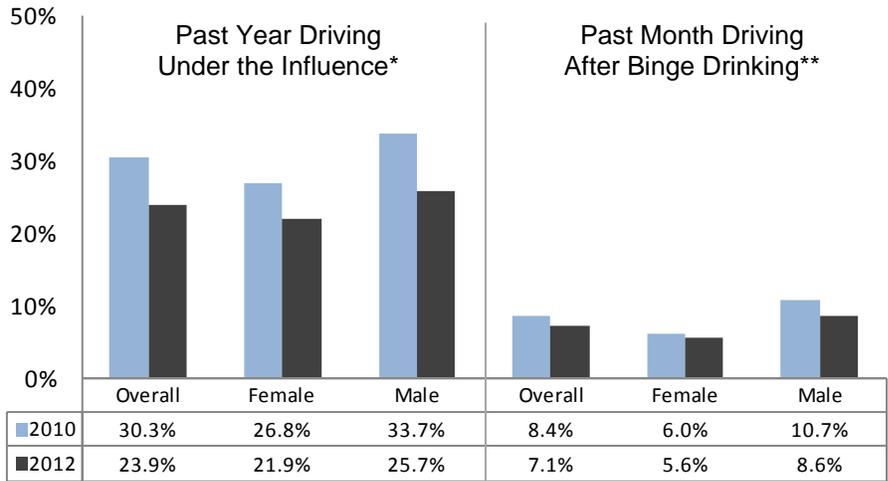


\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

## Alcohol Impaired Driving Among 19-25 Year Olds in Nebraska

- The percentage of young adults reporting past year driving under the influence of alcohol and past month driving after binge drinking decreased from 2010 to 2012, with a significant decline from 30.3% to 23.9% for past year driving under the influence ( $p < .05$ ), and a marginal decline ( $p > .05$ ) from 8.4% to 7.1% for past month driving after binge drinking (Figure 2).
- In both years of the survey, males were more likely than females to report past month and year alcohol impaired driving ( $p < .05$ ).
- 21-25 year olds were more likely to report past month and year alcohol impaired driving than 19-20 year olds ( $p < .05$ ).
- Young adults who reported binge drinking six or more days in the past month also reported rates of past month driving after binge drinking that were more than three times higher than those who reported binge drinking only one day in the past month ( $p < .05$ ). In 2012, 28.2% of those who binge drank 6 or more times in the past month also drove after binge drinking in the past month, compared to a past month driving after binge drinking rate of 8.3% for young adults who binge drank only once in the past month.
- There was not a substantial difference in past month binge drinking between urban and rural young adults. However, among past month binge drinkers, rural young adults were more likely than urban young adults to report past month binge drinking ( $p < .05$ , comparing urban and large rural young adults).

**Figure 2: Alcohol Impaired Driving Among 19-25 Year Olds in Nebraska**



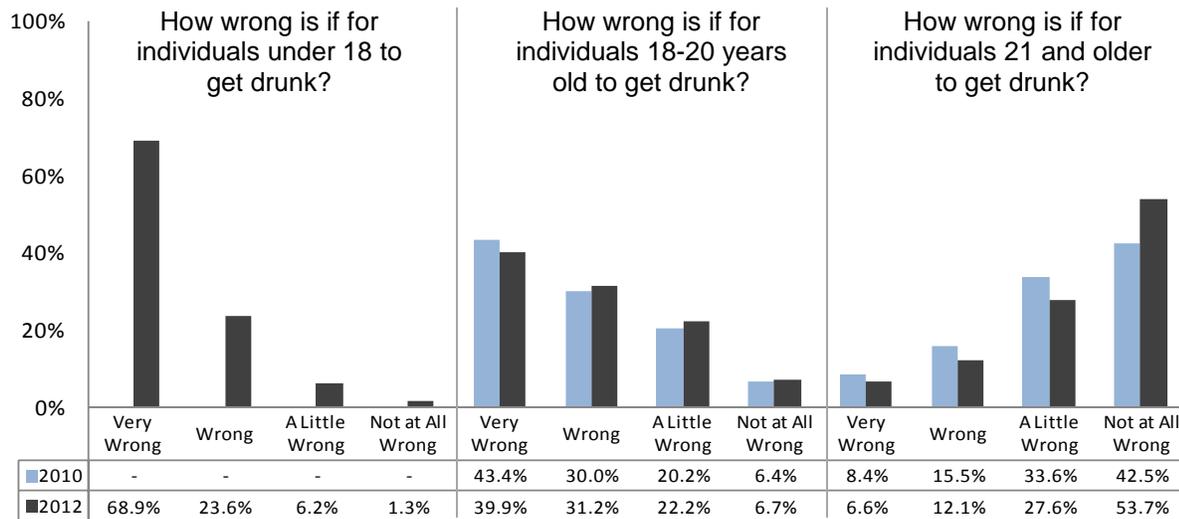
\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.

\*\*Percentage who reported that they drove after consuming five drinks of alcohol for males/four drinks for females within a couple of hours during the 30 days preceding the survey.

## Attitudes and Perceptions Related to Alcohol Among 19-25 Year Olds in Nebraska

- The majority of Nebraska young adults perceived a moderate or great risk to binge drinking (71.1% in 2010 and 69.9% in 2012). Perception of risk from binge drinking is a significant predictor of the behavior of young adults. The more risk a young adult perceives from binge drinking, the less likely it is that he or she will engage in binge drinking. Those who reported no risk, slight risk, or moderate risk of harm to having five or more drinks of an alcoholic beverage once or twice a week reported binge drinking rates that were two to three times higher than their peers who reported no risk. For example, in 2012, those who reported no risk of harm from binge drinking once or twice a week had a past month binge drinking rate of 67.8%, compared to 23.5% for their peers who reported great risk of harm from binge drinking.
- Underage drinking for those under the age of 18 was viewed unfavorably by the majority of Nebraska young adults, with 80.0% perceiving it as wrong or very wrong for an individual under 18 years old to have 1 or 2 drinks in 2012. However, only 45.8% perceived it was wrong or very wrong for individuals 18-20 years old to have 1 or 2 drinks in 2012.
- Underage binge drinking of all forms, whether for those under 18 or those ages 18-20, was viewed strongly as wrong or very wrong, with 92.6% of Nebraska young adults perceiving it is wrong or very wrong for individuals under the age of 18 to get drunk and 73.4% perceiving it is wrong or very wrong for individuals ages 18-20 to get drunk in 2012. However, social norms attitudes were more favorable towards legal age binge drinking, with just 18.8% reporting it is wrong or very wrong for individuals over 21 to get drunk among 2012 survey respondents (Figure 3).

**Figure 3: Social Norms Related to Getting Drunk\*  
Among 19-25 Year Olds in Nebraska**



\*Percentage who reported how wrong they think it is for individuals at the given ages to get drunk ("have five or more drinks at one setting" for 1/3 of the sample in 2012) based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not At All Wrong*. Note: missing data are due to changes in the survey from 2010 to 2012

- As there was a strong disapproval of underage binge drinking, there was also a strong disapproval of providing alcohol to minors, with 80.3% of young adults in 2010 and 79.1% in 2012 perceiving it as wrong or very to provide alcohol to individuals under 21 years old. Additionally, 70.2% of Nebraska young adults in 2010 and 67.9% in 2012 perceived it is somewhat likely or very likely that police will arrest an adult who is believed to have provided alcohol to persons under 21, and 74.3% in 2010 and 72.9% in 2012 perceived it is likely or somewhat likely that police will break up parties where persons under 21 years old are drinking.
- Whereas the majority of young adults who participated in the survey did not think it is very likely or somewhat likely that a minor would be served alcohol at a bar (23.1%) or sold to at a convenience store (18.2%), a strong majority perceived it as very likely or somewhat likely that a drunk adult would be served alcohol at a bar (86.8%) or sold to at a convenience store (80.8%) in 2012.
- The vast majority of young adults agreed or strongly agreed that bartenders and wait staff should receive responsible beverage server training (95.3%) and that employees who work in stores that sell alcohol should be taught how to serve alcohol responsibly (92.5%) in 2012.
- A strong majority of young adults believed that someone will be stopped by the police and arrested for driving under the influence of alcohol, with 77.3% reporting it as "very likely" or "somewhat likely" in 2010, and 77.4% in 2012. Additionally, 61.7% of young adults in 2010 and 63.8% in 2012 agreed or strongly agreed that more police officers should patrol for driving under the influence of alcohol.

# Introduction

The Nebraska Young Adult Alcohol Opinion Survey (NYAAOS) was administered via mail between the months of December 2009 and February 2010 (respondents to this first administration are referred to as "2010 respondents" in this report) and again between December 2011 and February 2012 (referred to as "2012 respondents") by the Bureau of Sociological Research (BOSR) at the University of Nebraska-Lincoln, who served as the contractor for the data collection portion of the project. Prior to sample selection, the state was divided into nine strata corresponding to the eight SPF SIG regions working to reduce binge drinking among young adults and an additional strata for the remainder of the state. Using the Driver Records Database from the Nebraska Department of Motor Vehicles, a stratified random sample of 10,000 19-25 year old young adults was drawn. A total of 3,466 19-25 year olds completed the survey in 2010 and 2,725 in 2012. *See the Sampling and Methodology section of this report for further details on the demographics of the participants, and methods used to collect, analyze, and report the data.*

The NYAAOS was administered by mail to a random sample of 19-25 year olds in Nebraska. The primary purposes of the survey were (1) to enhance understanding of alcohol use, alcohol impaired driving, and attitudes and perceptions related to alcohol among 19-25 year old young adults in Nebraska and (2) to provide data to community coalitions in Nebraska working to reduce binge drinking among young adults. This report focuses on state level findings from the survey, including differences by gender, age, urbanicity, student status, and survey administration (2010 and 2012).

The introduction of this report presents background information on alcohol use in Nebraska, the availability of alcohol-related data among young adults in Nebraska, state alcohol prevention efforts targeted at young adults in Nebraska, and a brief overview of the administration of the NYAAOS.

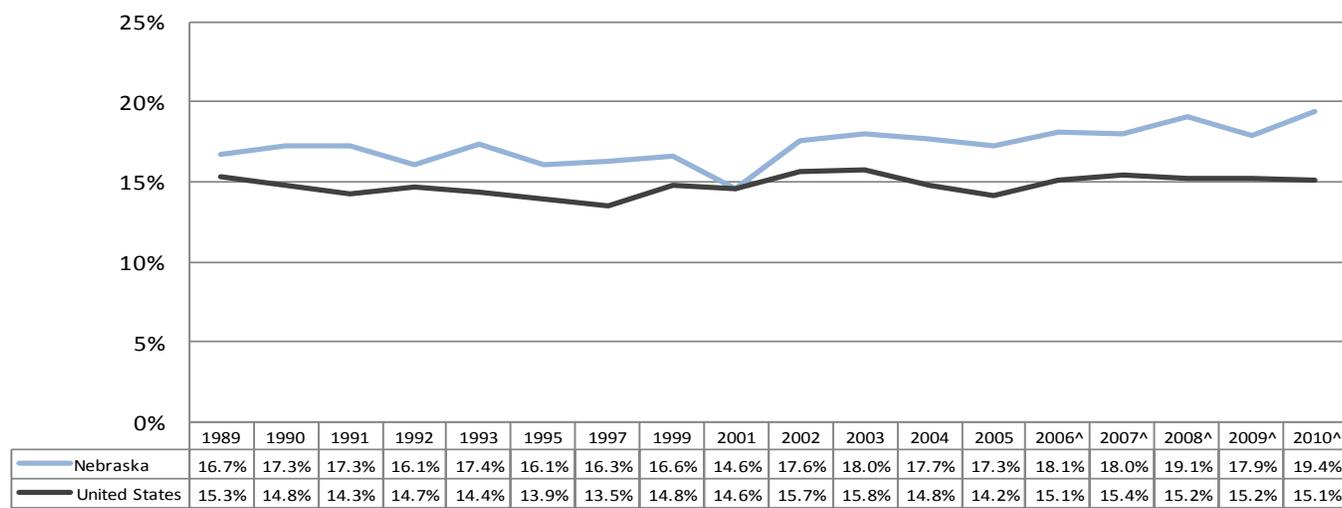
## Background on Alcohol Use Among Young Adults

According to the National Institute for Alcohol Abuse and Alcoholism, alcohol is the leading contributor to the leading cause of death (unintentional injuries) among young people in America.<sup>1</sup> Alcohol misuse, including underage drinking and binge drinking, places the individual at risk as well as creates a burden on society. Alcohol misuse strains the health care, the criminal justice, and the substance abuse treatment systems and impacts the education system and workplace productivity. According to the Centers for Disease Control and Prevention, the misuse of alcohol can lead to, among other things, alcohol poisoning, injuries (e.g., motor vehicle crashes, falls, drowning, and suicide), sexually transmitted diseases and unintended pregnancies, and chronic health problems (e.g., cirrhosis of the liver and high blood pressure).<sup>2</sup>

While alcohol misuse is cause for concern among people of all ages in Nebraska, it is particularly an issue of concern for young adults who tend to be the age group most likely to use alcohol and suffer from the negative consequences associated with alcohol misuse. According to the report entitled *Substance Abuse and Associated Consequences in Nebraska, An Epidemiological Profile, December 2007*, Nebraskans in their late teens and early 20s are the most likely to binge drink, to drive after drinking, to die or be injured in an alcohol-involved crash, to be arrested for DUI or other alcohol offenses, and to receive treatment for substance abuse.<sup>3</sup>

Contributing to the burden of alcohol misuse in Nebraska is the fact that Nebraska has traditionally had higher levels of underage drinking, binge drinking, and alcohol impaired driving compared to the rest of the nation (based on multiple sources).<sup>4,5,6</sup> According to the Behavioral Risk Factor Surveillance System (BRFSS), binge drinking among Nebraska adults 18 and older has remained relatively stable over the past 20 plus years, and consistently higher than national estimates (Figure 4).<sup>6</sup>

**Figure 4: Binge Drinking Among Adults\*: Nebraska and U.S., 1989-2010**



\*Percentage of adults 18 and older who reported having five or more drinks for men and women (four or more drinks for women starting in 2006) on at least one occasion during the 30 days preceding the survey.

^Binge drinking definition changed for women in 2006 to include four or more drinks during one occasion.

Source: Behavioral Risk Factor Surveillance System (BRFSS).

### Availability of Alcohol-Related Data for Young Adults in Nebraska

While some data on alcohol use and alcohol impaired driving among young adults in Nebraska are available at the state level (as previously noted), they are limited, especially for attitudes and perceptions related to alcohol use and impaired driving. Furthermore, the available data are limited at the sub-state level in Nebraska (e.g., community, county, and multi-county areas), and, in most cases, do not provide sufficient data for community coalitions to plan for and evaluate their alcohol prevention efforts.

### The Nebraska Strategic Prevention Framework State Incentive Grant

In October 2006, Nebraska was awarded the Strategic Prevention Framework State Incentive Grant (SPF SIG), a five-year 10.5 million dollar grant, from the Substance Abuse and Mental Health Administration (SAMHSA). As a requirement of the grant, 85 percent of all funds (roughly 9 million dollars) are required to be sub-granted to community coalitions for local prevention work. In August 2008, the Nebraska Partners in Prevention (NePiP), the governor's substance abuse prevention advisory council, selected 16 community coalitions in Nebraska to address up to three of the following alcohol prevention priorities:

- A. Prevent alcohol use among persons 17 and younger,
- B. Reduce binge drinking among 18-25 year olds,
- C. Reduce alcohol impaired driving across all age groups.

Coalitions chose which priority or priorities to address and, after considerable planning, 15 SPF SIG coalitions chose to address priority A, 8 chose to address priority B, and 9 chose to address priority C, with several choosing to address more than one priority. For each priority, SAMHSA requires that community level data are available to fulfill the grant requirements for evaluation.

### A Note on Statistical Significance (p values)

Data that are statistically significant are indicated with the notation " $p < .05$ ". Unless it is noted, one may assume that the data discussed in the narrative portion of the report are not statistically significant, except for several instances where it was deemed appropriate to note the lack of statistical significance, which is signified with the notation " $p > .05$ ".

# Results

## Alcohol Use

### Lifetime Alcohol Use

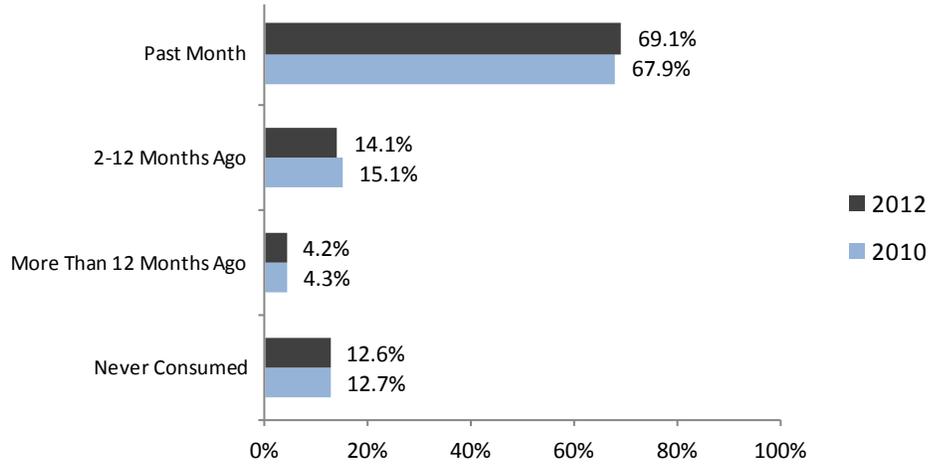
The vast majority of 19-25 year old young adults in Nebraska (87.3% in 2010 and 87.4% in 2012) reported drinking alcohol (more than a few sips) during their lifetime (Figure 5).

### Past Month Alcohol Use

Past month alcohol use is defined as having at least one alcoholic beverage during the 30 days preceding the survey.

Over two-thirds of respondents in each survey sampling (67.9% in 2010 and 69.1% in 2012) reported past month alcohol use (Figures 5 and 6).

**Figure 5: Length Since Last Alcohol Use\* Among 19-25 Year Olds in Nebraska**



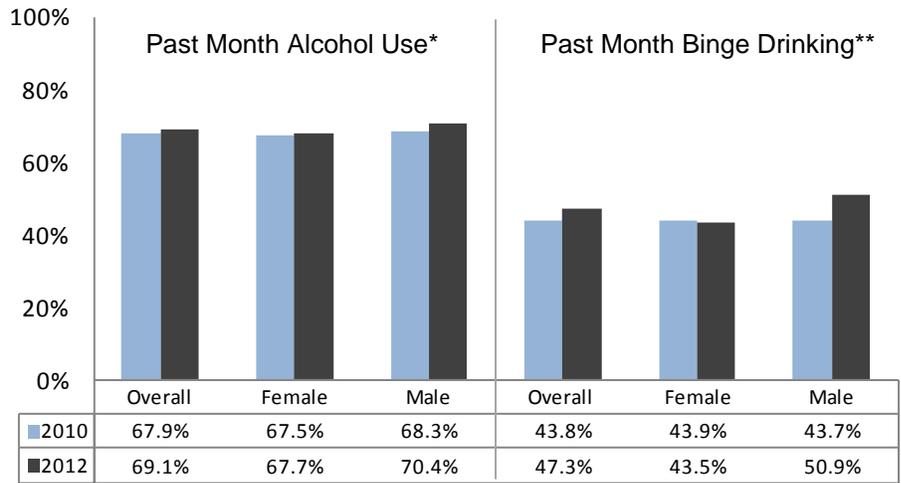
\*Length since consuming their last alcoholic beverage (including beer, wine, wine coolers, malt beverages, and liquor).

### Past Month Binge Drinking

Binge drinking is defined as four or more drinks for females and five or more drinks for males in a period of about two hours. According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), such drinking habits will bring the blood alcohol concentration (BAC) to 0.08 gram percent or above for the typical adult.<sup>7</sup>

Past month binge drinking increased from 43.8% among 2010 respondents to 47.3% among 2012 respondents ( $p > .05$ ). This increase from 2010 was due solely to the increase in binge drinking among males, for whom past month binge drinking increased from 43.7% in 2010 to 50.9% in 2012 ( $p < .05$ ) (Figure 6).

**Figure 6: Past Month Alcohol Use and Binge Drinking Among 19-25 Year Olds in Nebraska**



\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.

\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

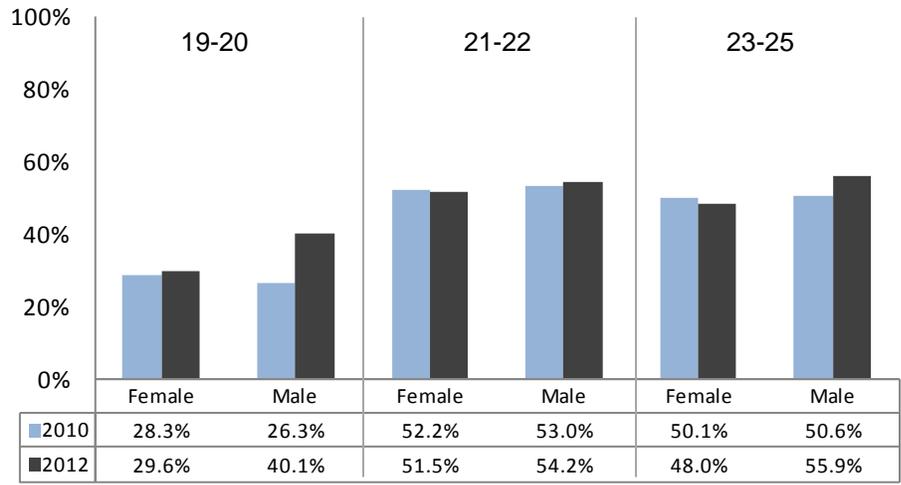
## Demographic Differences in Past Month Alcohol Use

### Gender

In 2012, males had significantly higher binge drinking rates than females ( $p < .05$ ). In 2010, there were virtually no differences in alcohol use between genders (Figures 6 and 7).

Males ages 19-20 and 23-25 demonstrated notable increases in past month binge drinking from 2010 to 2012, while binge drinking rates for females remained fairly stable. Past month binge drinking increased significantly ( $p < .05$ ) among 19-20 year old males from 26.3% in 2010 to 40.1% in 2012 ( $p < .05$ ). The increase for 23-25 year old males was not statistically significant (Figure 7).

**Figure 7: Past Month Binge Drinking\* Among 19-25 Year Olds in Nebraska by Age and Gender**

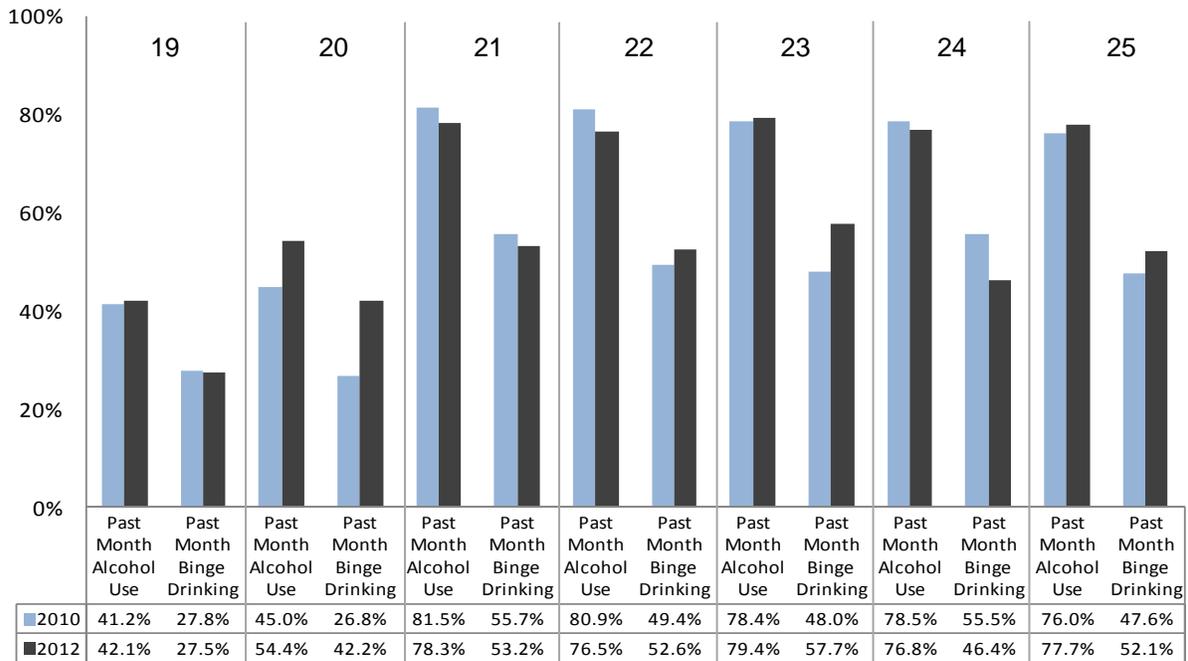


\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

### Age

In both administrations of the survey, past month alcohol use and past month binge drinking was significantly higher ( $p < .05$ ) for 21-25 year olds than for 19-20 year olds. In 2012, 23 year olds reported the highest rates of past month binge drinking (57.7%) and 19 year olds reported the lowest (27.5%) (Figure 8).

**Figure 8: Past Month Alcohol Use\* and Binge Drinking\*\* Among 19-25 Year Olds in Nebraska by Age**



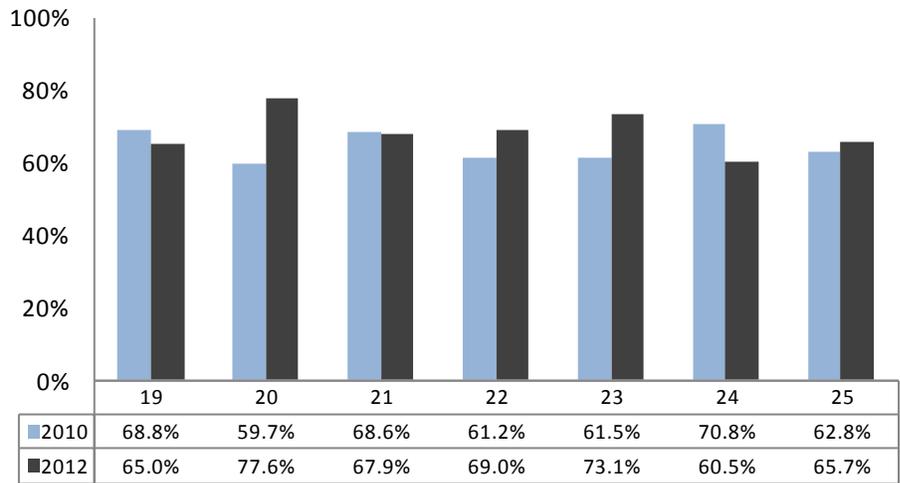
\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.

\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

Although 19 and 20 year olds were much less likely in both 2010 and 2012 to report past month alcohol use, among those who did, the percentage reporting past month binge drinking was comparable to their legal age peers (Figure 9), with 64.8% (2010) and 68.3% (2012) of all past month alcohol users reporting past month binge drinking.

In 2012, among past month alcohol users, 20 year olds reported the highest rates of binge drinking (77.6%), a significant increase ( $p < .05$ ) from 2010 (59.7%) (Figure 9). Compared to the increase in past month binge drinking among 19-20 year old males above (Figure 7).

**Figure 9: Percentage of Past Month Alcohol Users Who Binge Drank During the Past Month\* Among 19-25 Year Olds in Nebraska by Age**



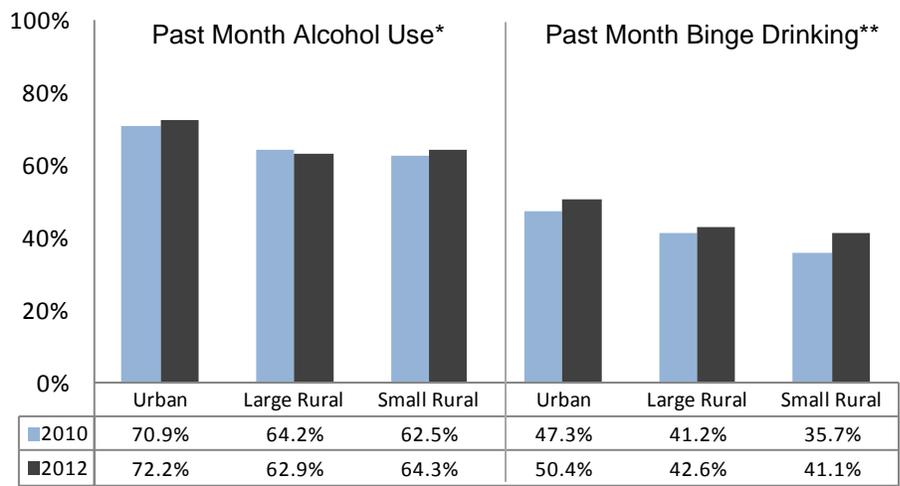
\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey, among those who reported having at least one alcoholic beverage during the 30 days preceding the survey

Urbanicity

Young adults living in urban areas reported significantly higher rates of past month alcohol use and past month binge drinking ( $p < .05$ ) compared to their peers living in rural areas across both years of the survey.

In 2012, nearly three-fourths (72.2%) of urban young adults reported past month alcohol use, and approximately half (50.4%) reported past month binge drinking (Figure 10).

**Figure 10: Past Month Alcohol Use and Binge Drinking Among 19-25 Year Olds in Nebraska by Urbanicity**



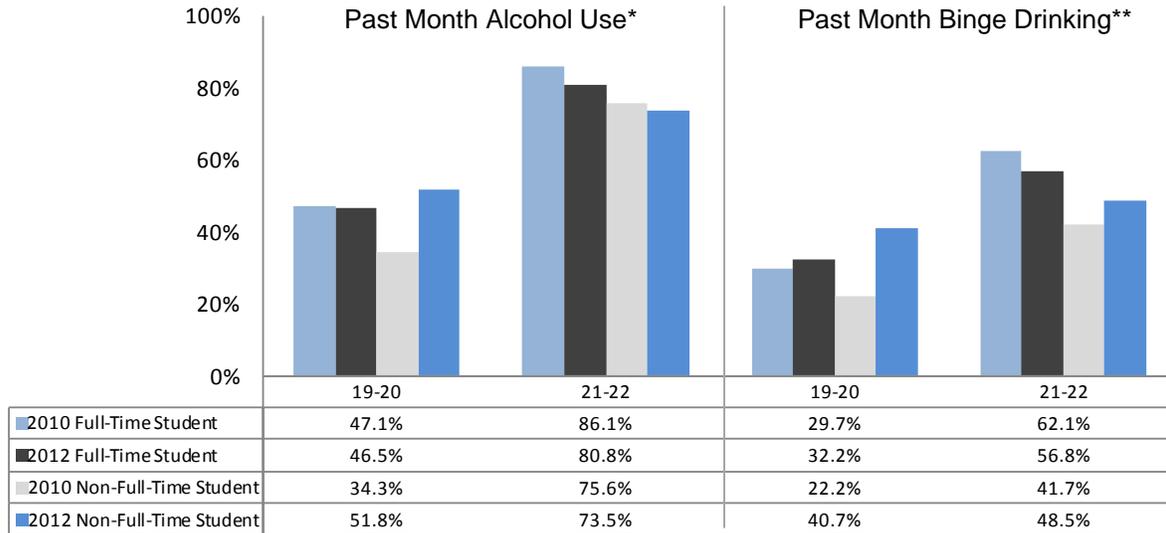
\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.

\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

## College Enrollment Status

Full-time enrolled college students ages 21-22 reported higher rates of alcohol use and binge drinking compared to their non-full-time student peers in 2010 and 2012 ( $p < .05$ ). Among 19-20 year olds, the reported rates of past month alcohol use and binge drinking were higher among non-full-time students in 2012, with increases from 2010 ( $p < .05$ ), when their full-time student peers had higher rates of past month alcohol use and binge drinking (Figure 11).

**Figure 11: Past Month Alcohol Use and Binge Drinking Among 19-22 Year Olds in Nebraska by Student Status and Age**



\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.

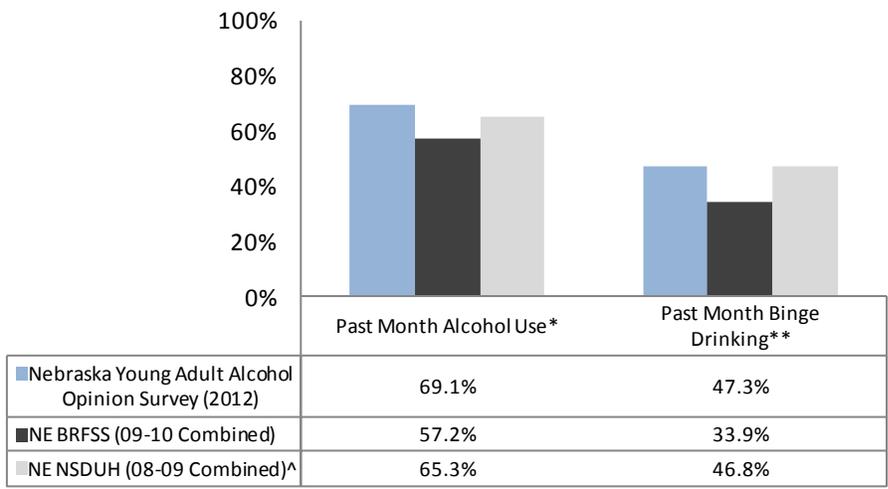
\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

## Results Compared to Other Surveys of Young Adults

Past month alcohol use and binge drinking results from the 2012 Nebraska Young Adult Alcohol Opinion Survey were higher than estimates from the Nebraska Behavioral Risk Factor Surveillance System (NE BRFSS) survey, and comparable to (though slightly higher than) the Nebraska results from the National Survey on Drug Use and Health (NE NSDUH) (Figure 12).

NSDUH is an annual face-to-face survey of persons 12 and older<sup>5</sup>, and BRFSS is an annual telephone survey of persons 19 and older.<sup>6</sup>

**Figure 12: Past Month Alcohol Use and Binge Drinking Among 19-25 Year Olds by State Survey**



\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.

\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey (NYAAOS), five or more drinks for men/four or more drinks for women on at least one occasion during the 30 days preceding the survey (NE BRFSS), five or more drinks within a couple of hours on at least one of the 30 days preceding the survey (NE NSDUH).

^Estimate represents 18-25 year olds (not 19-25 year olds).

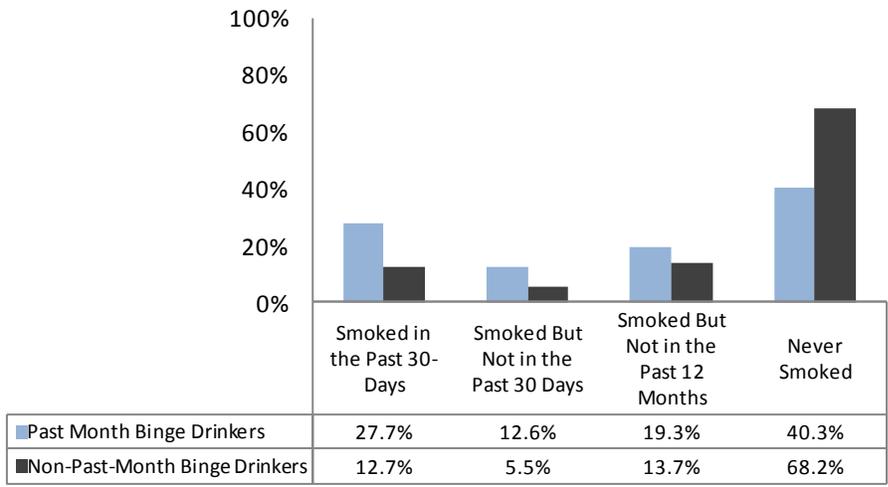
## Binge Drinking and Cigarette Use

### Past Month Binge Drinking and Past Month Cigarette Use

The 2012 NYAAOS included the addition of questions pertaining to tobacco use.

Past month cigarette use was more than two times higher ( $p < .05$ ) among past month binge drinkers (27.7%) compared to non-past-month binge drinkers (12.7%). Young adults who did not binge drink in the past 30 days were much more likely to report never having smoked in their life compared to those who reported binge drinking in the past 30 days (68.2% compared to 40.3%, respectively,  $p < .05$ ) (Figure 13).

**Figure 13: Cigarette Use by Past Month Binge Drinking\* Among 19-25 Year Olds in Nebraska**



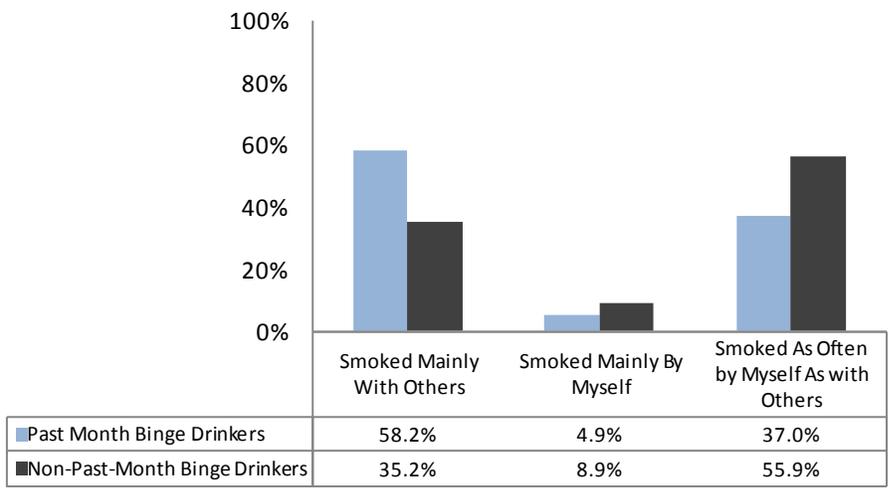
\*Those who reported having/not having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey

### Binge Drinking and Social Smoking

A relationship exists between social smoking and binge drinking. Among past month cigarette users in 2012, of those who reported binge drinking in the past month, 58.2% reported smoking mainly with others, compared to a rate 35.2% of non-past month binge drinkers who smoked mainly with others ( $p < .05$ ).

Past month cigarette users who did not binge drink in the past month were much more likely to smoke as often by themselves as with others compared to those who reported past month binge drinking (55.9% compared to 37.0%, respectively,  $p < .05$ ).

**Figure 14: Social Smoking Habits of Past Month Cigarette Users\* by Past Month Binge Drinking\*\* Among 19-25 Year Olds in Nebraska**



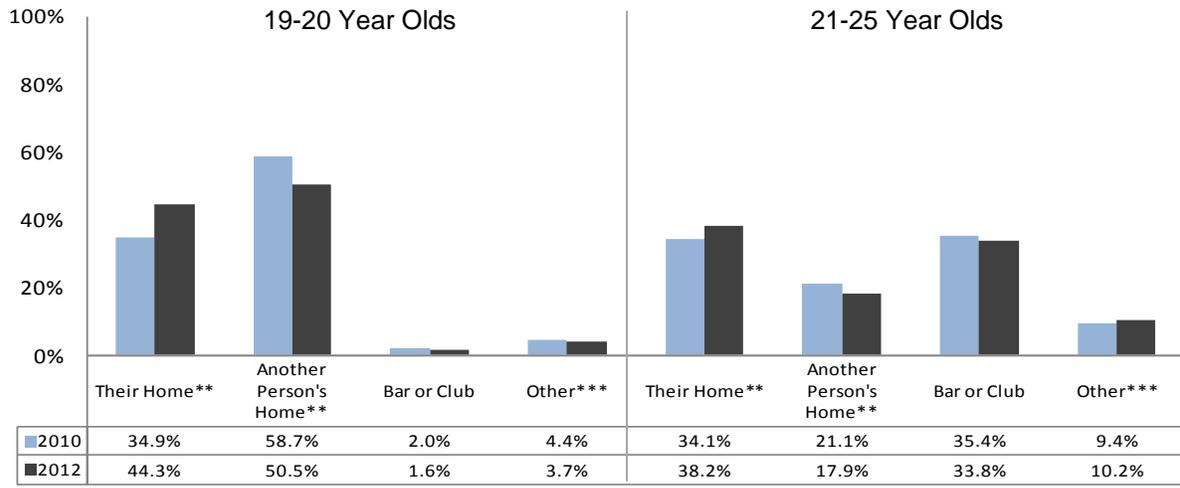
\*Percentage who reported smoking a cigarette in the past 30 days preceding the survey.

\*\*Those who reported having/not having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey

## Place of Alcohol Use

There was a shift towards drinking at home among both 19-20 year olds and 21-25 year olds who reported past month alcohol use in 2012 ( $p < .05$ ). Among 19-20 year olds, the vast majority drank in their home or another person's home (93.6% in 2010 and 94.8% in 2012). Among 21-25 year olds in 2012, 38.2% reported drinking at home, 33.8% at a bar or club, and 17.9% at another person's home. (Figure 15).

**Figure 15: Place of Usual Alcohol Use During the Past Month\* Among 19-25 Year Olds in Nebraska By Age**



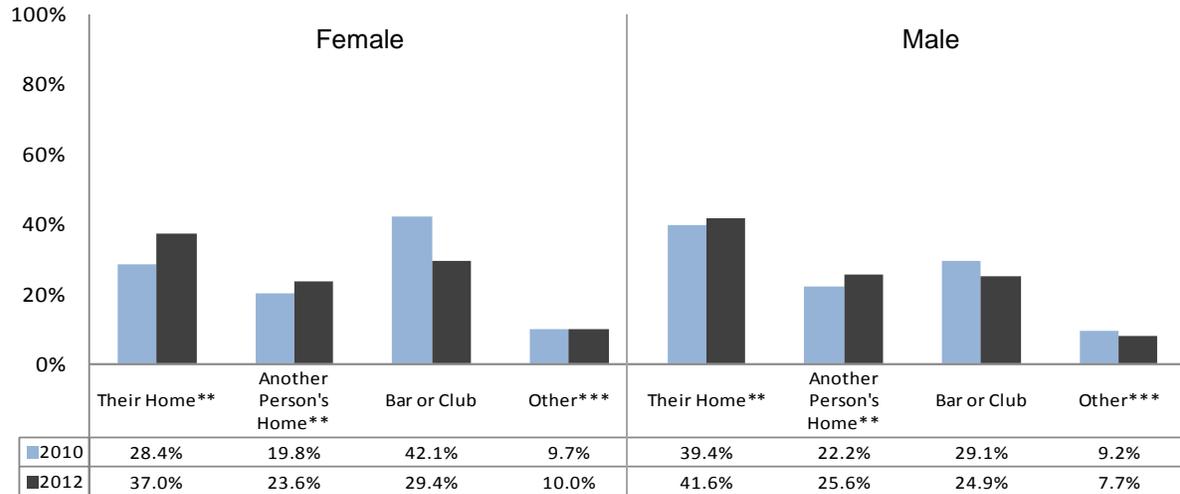
\*Among past month alcohol users, the place where most of their drinking occurred during the 30 days preceding the survey.

\*\*A house, apartment, or dorm room.

\*\*\*A restaurant, banquet hall, public place (park, concert, sporting event), or other location.

Females reported a bar or club as the top place where most of their drinking occurred in 2010 (42.1%). However, in 2012 their home was the top place of alcohol consumption (37.0%) with a significant decrease in those who reported drinking at a bar or club most often ( $p < .05$ ). For both years of the survey, the top place where drinking occurred for males was at home (39.4% in 2010 and 41.6% in 2012).

**Figure 16: Place of Usual Alcohol Use During the Past Month\* Among 19-25 Year Olds in Nebraska by Gender**



\*Among past month alcohol users, the place where most of their drinking occurred during the 30 days preceding the survey.

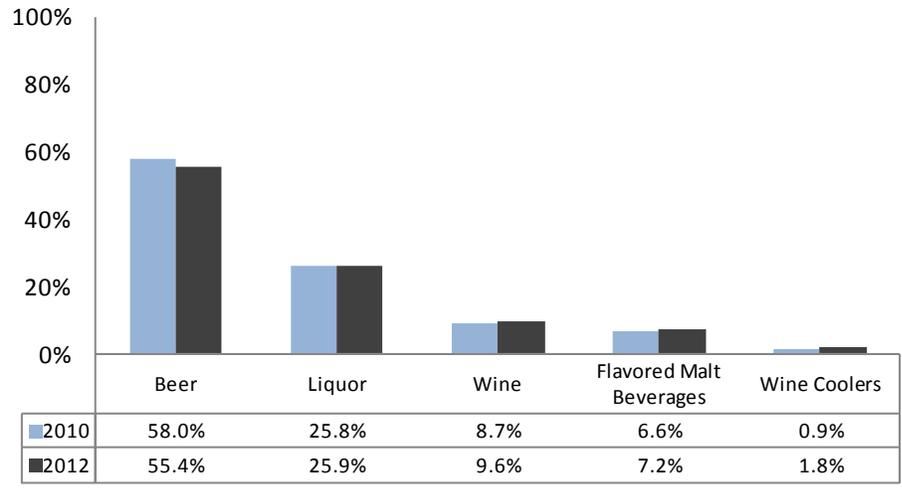
\*\*A house, apartment, or dorm room.

\*\*\*A restaurant, banquet hall, public place (park, concert, sporting event), or other location.

## Type of Alcohol Consumed

**Figure 17: Type of Alcohol Usually Consumed During the Past Month\* Among 19-25 Year Olds in Nebraska**

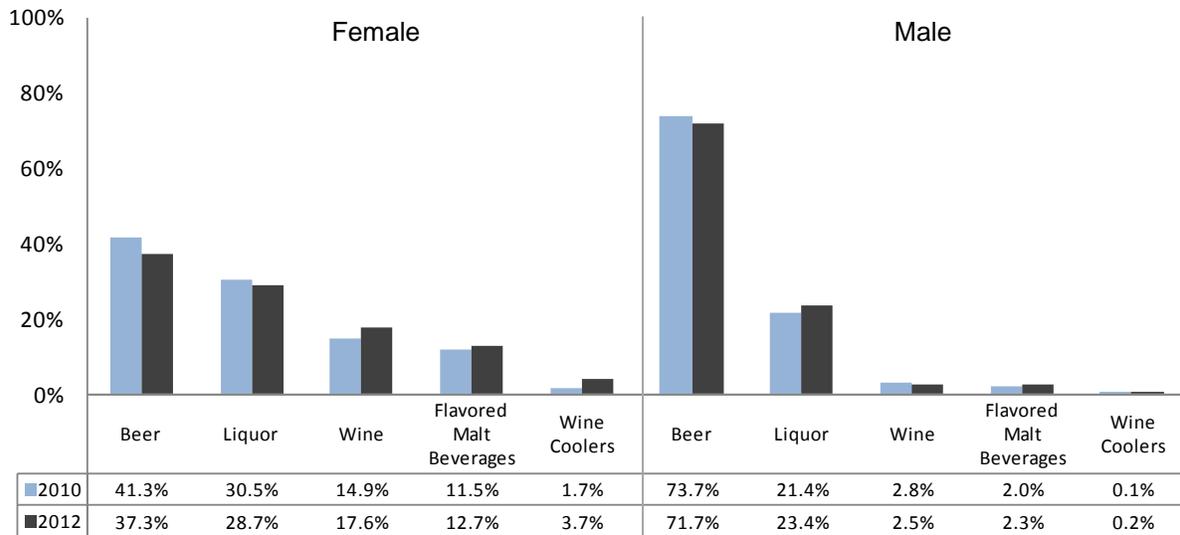
In both years of the survey, beer was the type of alcohol usually consumed among those who reported drinking alcohol in the past month (58.0% in 2010 and 55.4% in 2012), followed by liquor (25.8% in 2010 and 25.9% in 2012), and wine (8.7% in 2010 and 9.6% in 2012). There were no significant changes from 2010 to 2012 with regard to the type of alcohol usually consumed by Nebraska young adults (Figure 17).



\*Among past month alcohol users, the type of alcohol that they usually drank during the 30 days preceding the survey.

In both years of the survey, males were much more likely than females ( $p < .05$ ) to report beer as the alcoholic beverage that they usually drank (73.7% in 2010 and 71.7% in 2012). Beer was also the most popular drink for females. However, females were much more likely than males to report liquor, wine, flavored malt beverages, and wine coolers as the type of alcohol they usually drank ( $p < .05$ ) (Figure 18).

**Figure 18: Type of Alcohol Usually Consumed During the Past Month\* Among 19-25 Year Olds in Nebraska by Gender**



\*Among past month alcohol users, the type of alcohol that they usually drank during the 30 days preceding the survey.

# Alcohol Impaired Driving

## Past Year and Past Month Alcohol Impaired Driving

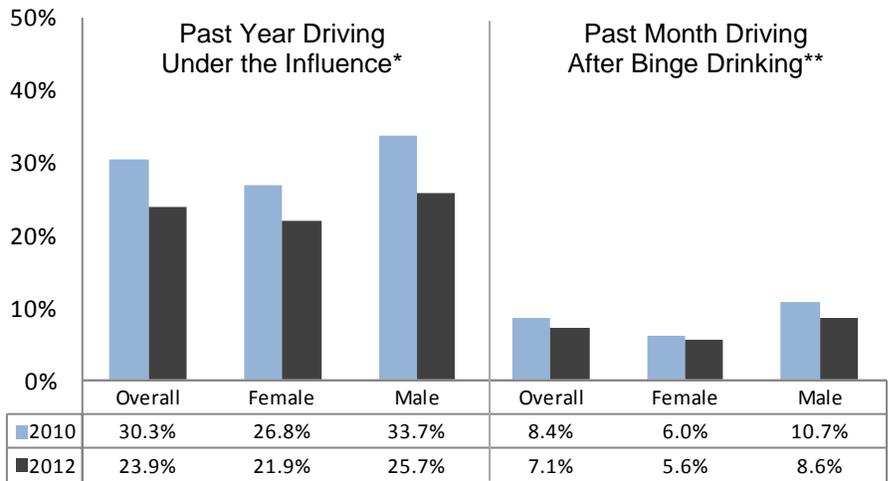
The percentage of young adults who reported past year driving under the influence of alcohol and past month driving after binge drinking decreased from 2010 to 2012, with a significant decline from 30.3% to 23.9% for past year driving under the influence ( $p < .05$ ), and a marginal decline ( $p > .05$ ) from 8.4% to 7.1% for past month driving after binge drinking (Figure 19).

In both years of the survey, males were more likely than females to report alcohol impaired driving ( $p < .05$  for past month driving after binge drinking and past year driving under the influence in 2010, and  $p < .05$  for past year driving under the influence in 2012).

The rates of past month driving after binge drinking among Nebraska young adults increased dramatically with the number of reported days of binge drinking ( $p < .05$ ). In 2012, over one-fourth (28.2%) of young adults who reported binge drinking 6 or more days in the past month, also reported driving after binge drinking in the past month. This, however, was a decline from the rate of 33.8% in 2010.

The rate of past month driving after binge drinking for those who binge drank 2-5 days in the past month is half of what it is for those who binge drank 6 or more days (17.1% in 2010 and 13.1% in 2012). The rate is again approximately halved when comparing those who binge drank 2-5 days to those who binge drank one day (8.3% in 2010 and 8.2% in 2012) (Figure 20).

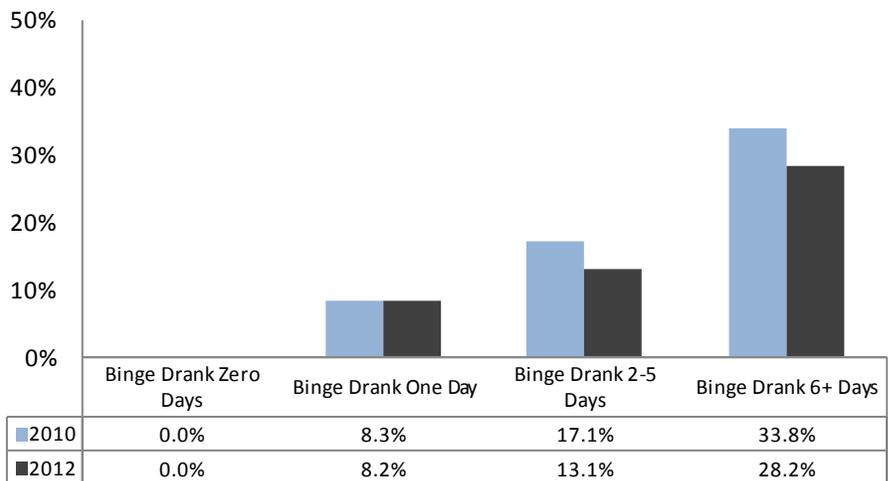
**Figure 19: Alcohol Impaired Driving Among 19-25 Year Olds in Nebraska**



\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.

\*\*Percentage who reported that they drove after consuming five drinks of alcohol for males/four drinks for females within a couple of hours during the 30 days preceding the survey.

**Figure 20: Past Month Driving After Binge Drinking\* by Frequency of Binge Drinking During the Past Month Among 19-25 Year Olds in Nebraska**



\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.

## Demographic Differences in Alcohol Impaired Driving

### Gender

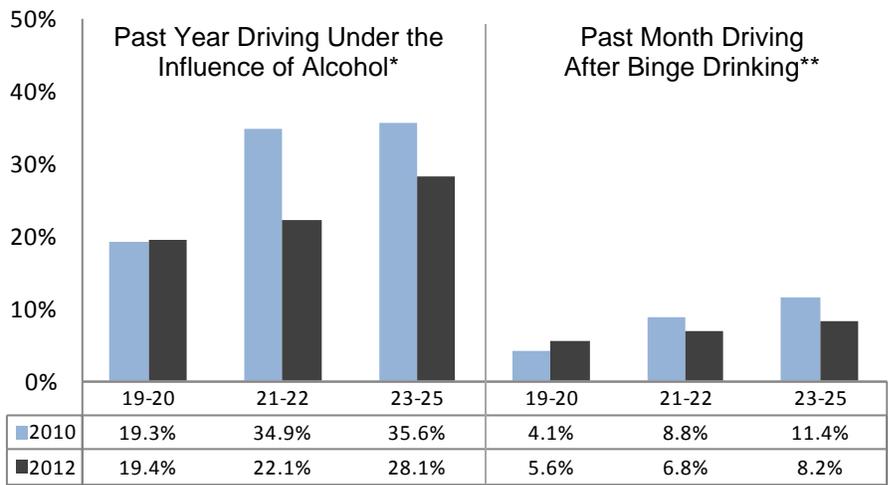
As previously mentioned, males are more likely to report past year driving under the influence of alcohol and past month driving after binge drinking (Figure 19).

### Age

Young adults ages 19-20 were less likely than their peers ages 21-25 to drive under the influence of alcohol in either the past year or month ( $p < .05$ ). Those ages 23-25 had the highest rates of past year and past month alcohol impaired driving in both years of the survey.

There were substantial decreases from 2010 to 2012 in the rates of alcohol impaired driving for both 21-22 ( $p < .05$  for past year driving under the influence) and 23-25 year olds ( $p < .05$  for past year alcohol impaired driving and past month alcohol driving after binge drinking) (Figure 21).

**Figure 21: Alcohol Impaired Driving Among 19-25 Year Olds in Nebraska by Age**



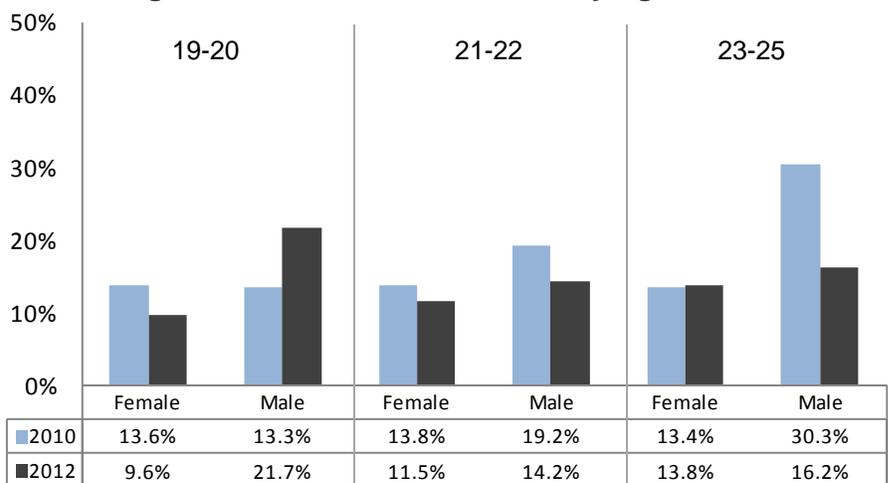
\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.

\*\*Percentage who reported that they drove after consuming five drinks of alcohol for males/four drinks for females within a couple of hours during the 30 days preceding the survey.

In 2012, the rate of past month alcohol impaired driving among past month binge drinking females increased slightly with each increase in age group (9.6% for 19-20, 11.5% for 21-22, and 13.8% for 23-25 year old females), after remaining fairly constant across ages in 2010.

Conversely, it was the youngest males (ages 19-20) who reported binge drinking in the past month that had the highest rate of past month driving after binge drinking in 2012 (21.7%), a notable increase from 2010 ( $p > .05$ ). The reported rates of past month alcohol impaired driving among past month binge drinking males decreased for 21-22 year olds ( $p > .05$ ) and significantly for 23-25 year olds ( $p < .05$ ) (Figure 22).

**Figure 22: Percentage of Past Month Binge Drinkers Who Drove After Binge Drinking During the Past Month\* Among 19-25 Year Olds in Nebraska by Age and Gender**



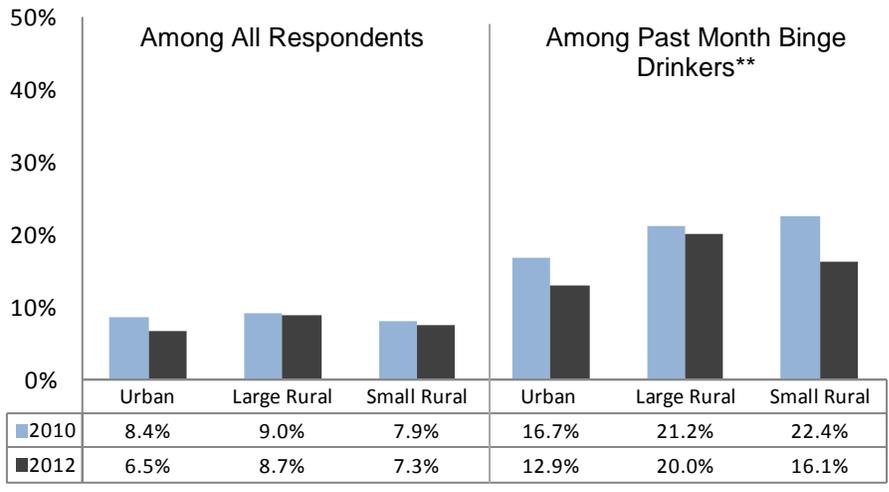
\*Percentage who reported that they drove shortly after consuming five drinks of alcohol for males/four drinks for females during the 30 days preceding the survey, among those who reported binge drinking during the 30 days preceding the survey.

Urbanicity

In both administrations of the survey, there was not a significant difference between urban, large rural, and small rural for past month driving after binge drinking. However, urban young adults in the survey had slightly lower rates of past month driving after binge drinking compared to their large rural and small rural peers.

There were more substantial differences between urban and rural in the rates of past month driving after binge drinking among past month binge drinkers ( $p < .05$ , comparing urban and large rural), with 12.9% of past month urban binge drinkers reporting driving after binge drinking, compared to 20.0% of large rural, and 16.1% or small rural binge drinkers in 2012 (Figure 23).

**Figure 23: Past Month Driving After Binge Drinking\* Among 19-25 Year Olds in Nebraska by Urbanicity**

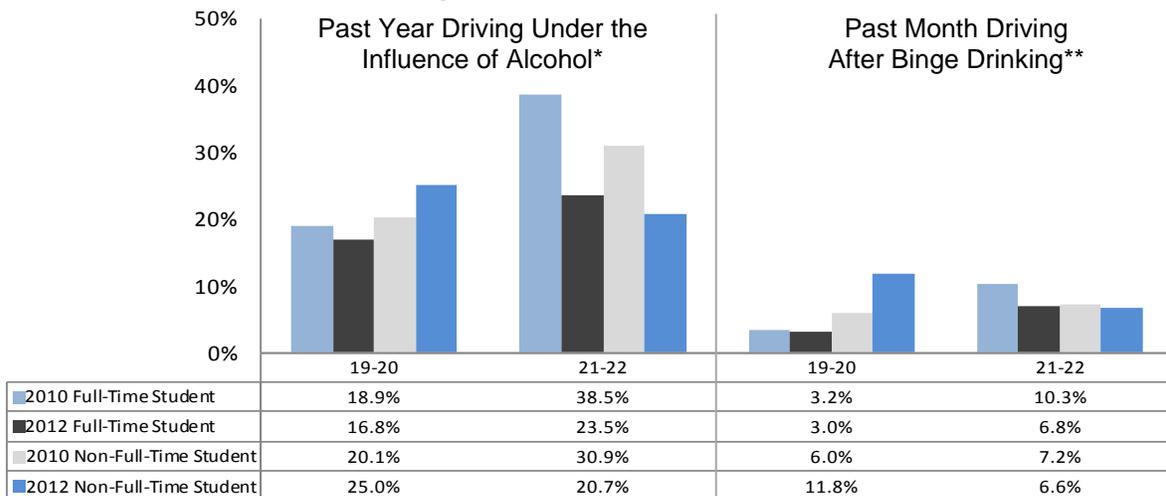


\*Percentage who reported that they drove shortly after consuming five drinks of alcohol for males/four drinks for females during the 30 days preceding the survey.  
 \*\*Percentage who reported that they drove shortly after consuming five drinks of alcohol for males/four drinks for females during the 30 days preceding the survey, among those who reported binge drinking during the 30 days preceding the survey.

College Enrollment Status

In both years of the survey, 19-20 year old non-full-time students had higher reported rates of past year driving under the influence of alcohol and (most notably) past month driving after binge drinking compared to their full-time student peers ( $p < .05$ ). Among 21-22 year olds, full-time students had higher reported rates of past year driving under the influence of alcohol and past month driving after binge drinking compared to non-full-time students in both years of the survey ( $p > .05$ ). The rates of alcohol impaired driving (past year and past month) increased dramatically from 2010 to 2012 for 19-20 year old non-full-time students ( $p < .05$ ), despite decreasing for all other age and student status groups (Figure 24).

**Figure 24: Alcohol Impaired Driving by Student Status and Age Among 19-22 Year Olds in Nebraska**



\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.  
 \*\*Percentage who reported that they drove after consuming five drinks of alcohol for males/four drinks for females within a couple of hours during the 30 days preceding the survey.

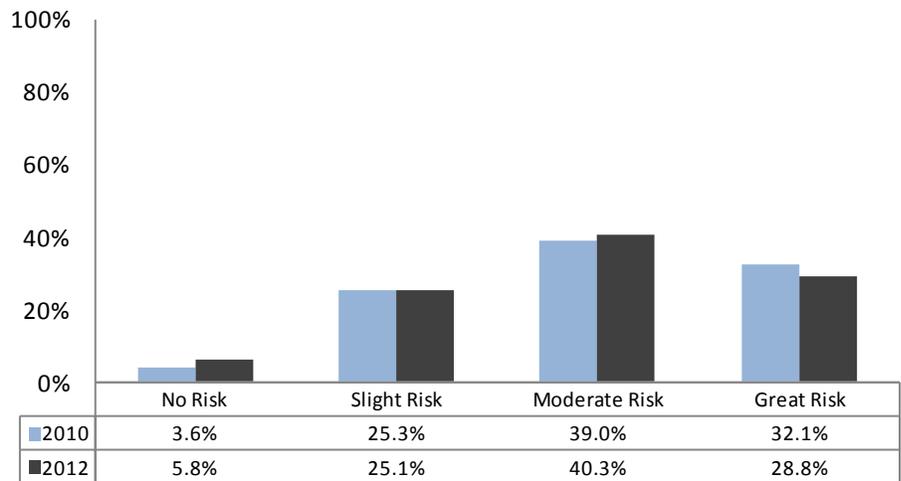
# Alcohol Related Attitudes and Perceptions

## Perception of Risk from Binge Drinking

The majority (71.1% in 2010 and 69.9% in 2012) of young adult respondents in both years of the survey perceived a moderate or great risk from binge drinking ("having five or more drinks of an alcoholic beverage once or twice a week").

There was marginal variation from 2010 to 2012, with only slightly reduced perceptions of risk from binge drinking in 2012. The percentage of young adults reporting no risk to binge drinking rose slightly but significantly from 3.6% in 2010 to 5.8% in 2012 ( $p < .05$ ) (Figure 25).

**Figure 25: Perceived Risk from Binge Drinking\* Among 19-25 Year Olds in Nebraska**

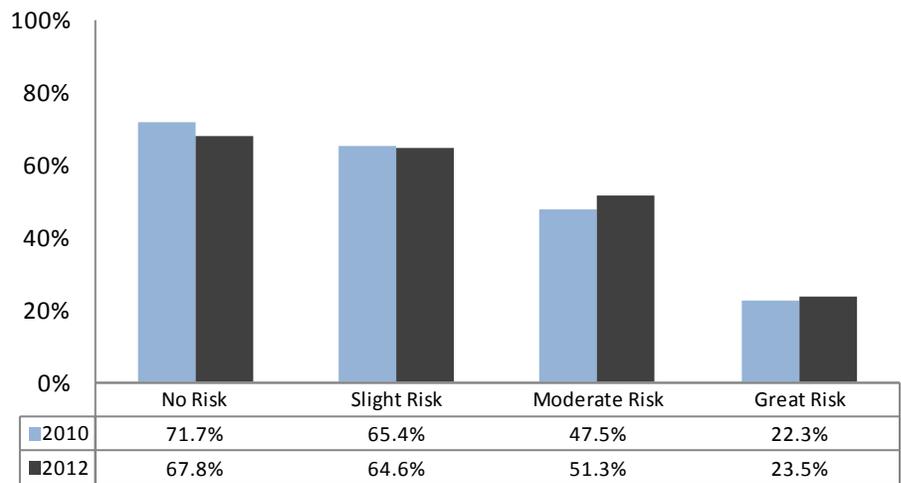


\*How much people risk harming themselves physically or in other ways when they have five or more drinks of an alcoholic beverage once or twice a week.

Survey results from both years of administration reveal a significant pattern of relationship ( $p < .05$ ) between perception of risk from binge drinking and binge drinking behaviors.

Those who reported no risk, slight risk, or moderate risk to having five or more drinks of an alcoholic beverage once or twice a week were significantly more likely to engage in binge drinking than those who reported great risk, with binge drinking rates that were two to three times higher than their peers who reported great risk. For example, in 2012, those who reported no risk from binge drinking had a past month binge drinking rate of 67.8%, compared to 23.5% for their peers who reported great risk (Figure 26).

**Figure 26: Past Month Binge Drinking\* by Perceived Risk from Binge Drinking\*\* Among 19-25 Year Olds in Nebraska**



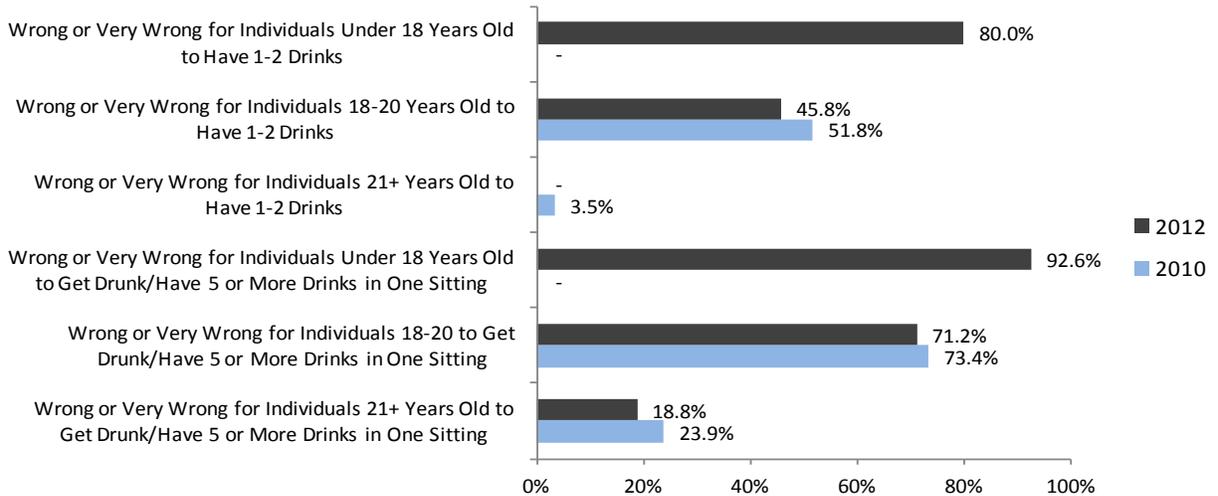
\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey.

\*\*How much people risk harming themselves physically or in other ways when they have five or more drinks of an alcoholic beverage once or twice a week.

## Social Norms Regarding Alcohol Use

Less than one-fourth of young adult respondents (18.8% in 2010 and 23.9% in 2012) felt it is wrong or very wrong for an individual 21 years or older to get drunk. However over 90% perceived that it is wrong for individuals under 18 to get drunk and over 70% perceived it is wrong for individuals 18-20 years old to get drunk across both years of the survey (Figure 27). Note: some survey items contained in Figure 27 changed in the 2012 NYAAOS.

**Figure 27: Social Norms Related to Underage and Legal Age Drinking Behaviors\* Among 19-25 Year Olds in Nebraska**

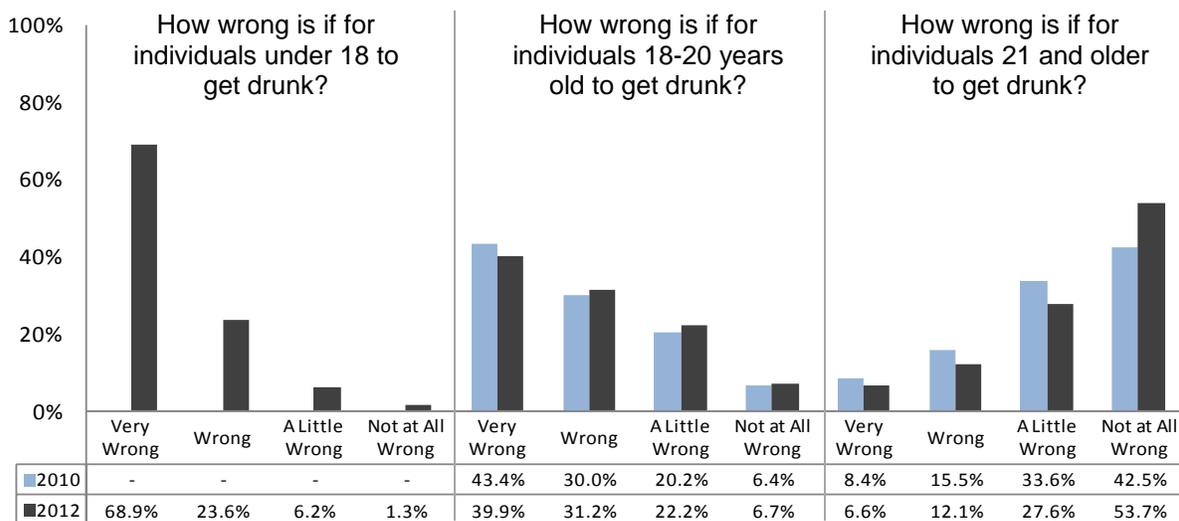


\*Percentage who reported how wrong they think different drinking behaviors are based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not At All Wrong*

Note: missing data and wording variations are due to changes in the survey from 2010 to 2012. One-third of the sample in 2012 was asked how wrong it is to "have five or more drinks" instead of "get drunk." See the "Methodology" section below for an explanation.

Mirror opposite results were reported by Nebraska young adults with respect to the perception of how wrong it is for underage individuals (under 18 and 18-20) to get drunk and legal age individuals (over 21) to get drunk. As noted in Figure 27, there were high rates of disapproval for underage binge drinking and low rates of disapproval for legal age drinking (Figure 28).

**Figure 28: Social Norms Related to Getting Drunk\* Among 19-25 Year Olds in Nebraska**



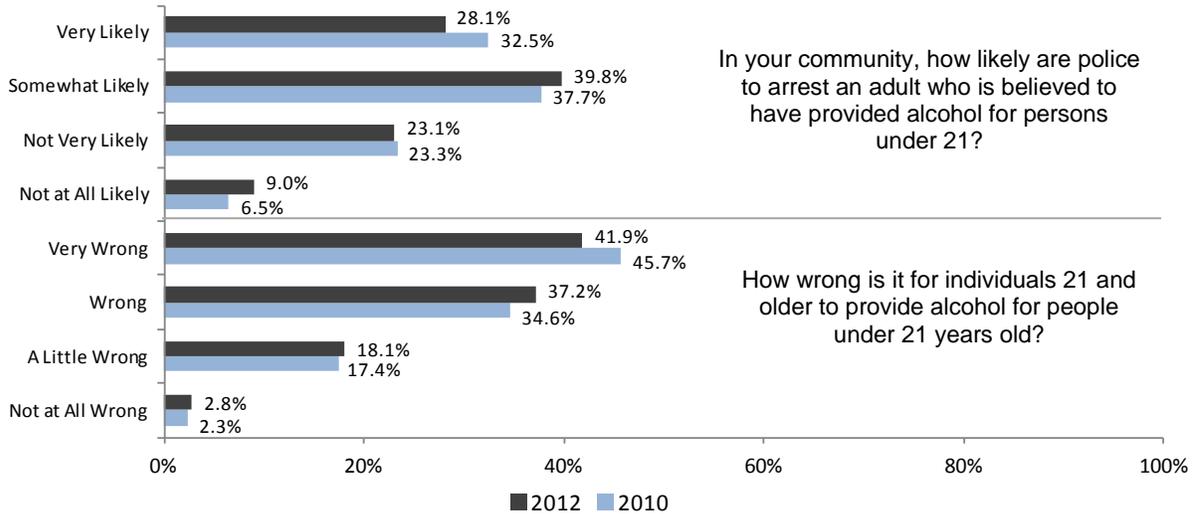
\*Percentage who reported how wrong they think it is for individuals at the given ages to get drunk ("have five or more drinks at one setting" for 1/3 of the sample in 2012) based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not At All Wrong*.

Note: missing data are due to changes in the survey from 2010 to 2012

### Attitudes and Perceptions Related to Providing Alcohol to Minors

The majority of young adults in Nebraska perceive it is somewhat likely or very likely that police will arrest an adult who is believed to have provided alcohol to persons under 21 (70.2% in 2010 and 67.9% in 2012). The majority of young adults also perceive it is wrong or very wrong for individuals 21 and older to provide alcohol for people under 21 years old (80.3% in 2010 and 79.2% in 2012) (Figure 29).

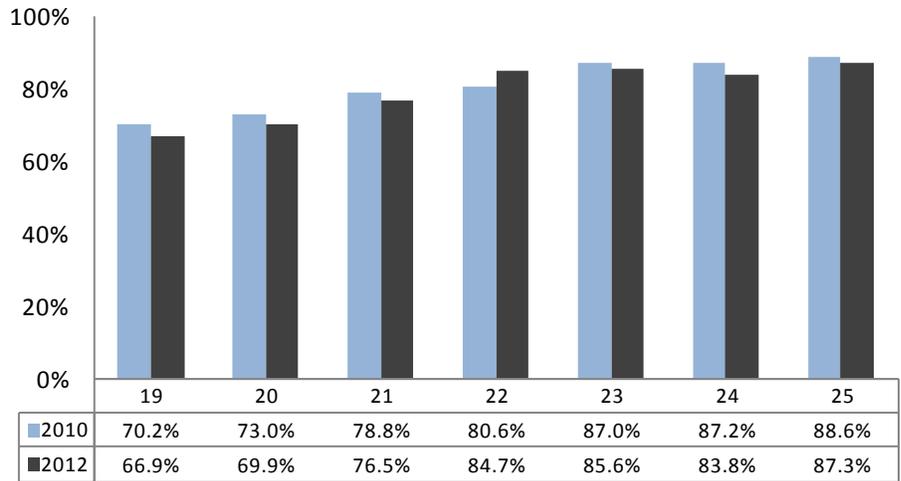
**Figure 29: Attitudes and Perceptions Related to Providing Alcohol to Minors Among 19-25 Year Olds in Nebraska**



In both years of the survey, disapproval for individuals over 21 providing alcohol to minors (individuals under 21) increased with age. With each incremental increase in age, there is a corresponding increase of disapproval for individuals over 21 providing alcohol to minors. In 2012, 66.9% of 19 year old young adults felt it is wrong or very wrong for individuals over 21 to provide alcohol for individuals under 21, compared to 87.3% to 25 year olds ( $p < .05$ ) (Figure 30).

Differences between 19-20 year olds and 21-25 year olds were statistically significant ( $p < .05$ ) in both years of the survey.

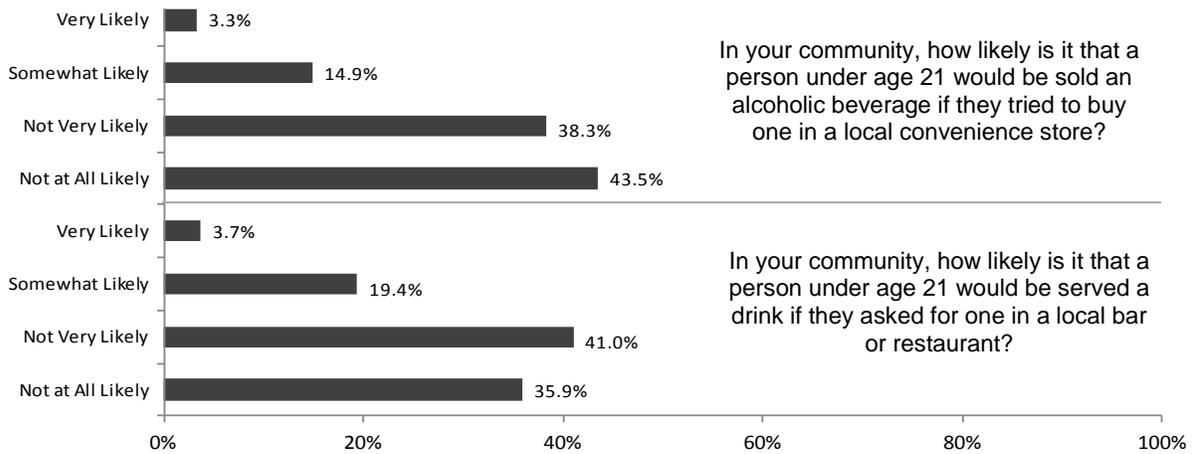
**Figure 30: Wrong or Very Wrong for Adults to Provide Alcohol to Minors\* Among 19-25 Year Olds in Nebraska**



\*Percentage reporting that they think it is wrong or very wrong for individuals 21 and older to provide alcohol to persons under 21 years old, based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not At All Wrong*

Survey items pertaining to the sale of alcohol to minors were added to the 2012 NYAAOS. The majority of Nebraska young adult participants perceived that it is unlikely that an individual under 21 would be sold an alcoholic beverage at a convenience store or a restaurant, with 81.8% reporting that it is not very likely or not at all likely that a person under 21 would be sold an alcoholic beverage at a local convenience store, and 76.9% reporting that it is not very likely or not at all likely that a person under 21 would be served a drink if they asked for one in a local bar or restaurant (Figure 31).

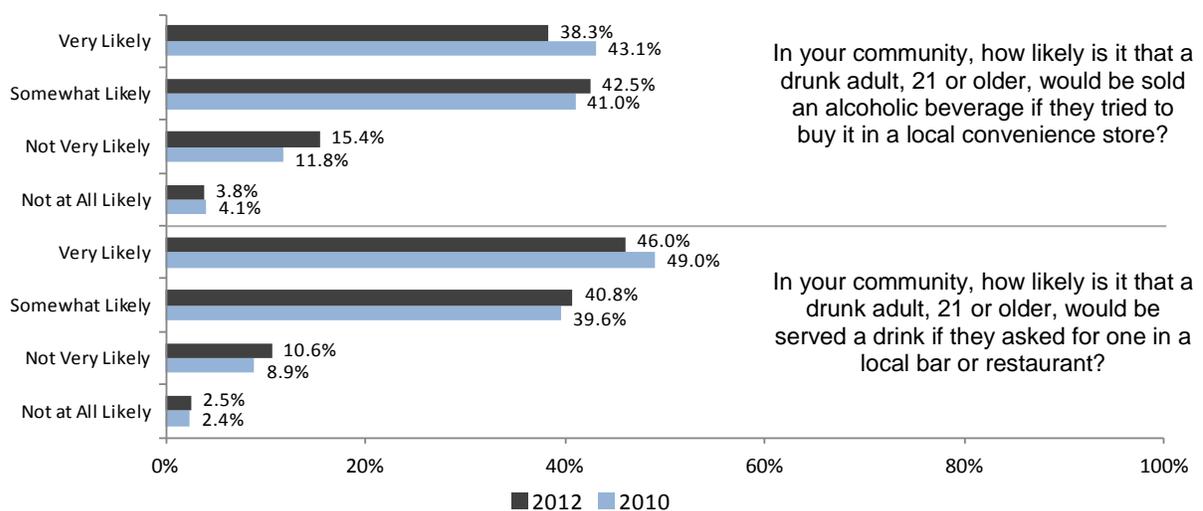
**Figure 31: Perceptions of the Sale of Alcohol to Minors Among 19-25 Year Olds in Nebraska (2012 Only)**



**Attitudes, Perceptions, and Experiences Related to Alcohol Service and Sales**

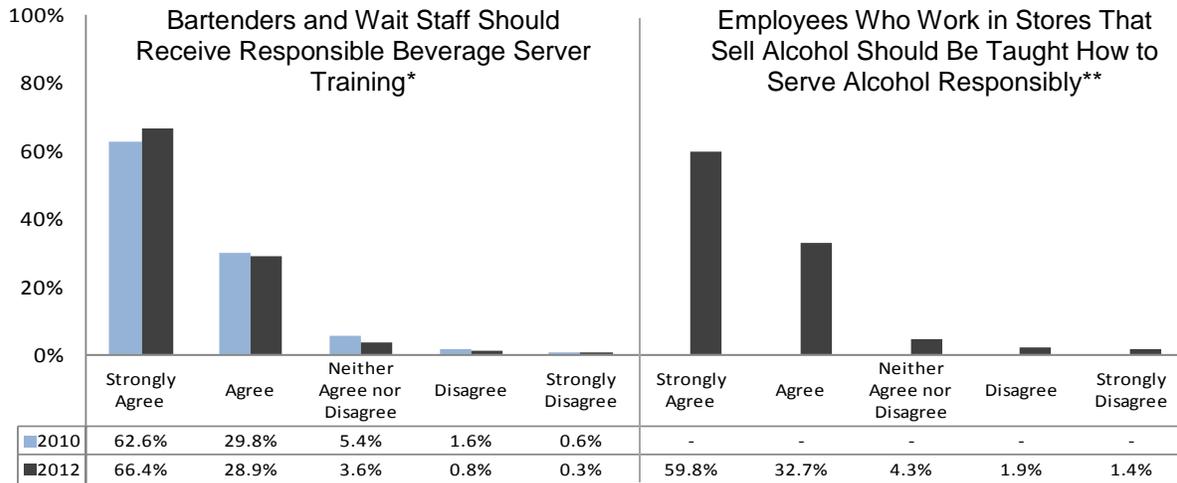
Survey respondents in both years of the survey felt that drunk adults are likely to be either sold an alcohol beverage at a convenience store or served one at a bar or restaurant in their community. The vast majority (84.1% in 2010 and 80.8% in 2012) reported that it is likely or somewhat likely that a drunk adult, 21 or older, would be sold an alcoholic beverage if they tried to buy one in a local convenience store in their community. An even stronger majority (88.6% in 2010 and 86.8% in 2012) reported that it is likely or somewhat likely that a drunk adult, 21 or older, would be served an alcoholic beverage if they asked for one in a local bar or restaurant (Figure 32).

**Figure 32: Perceptions of the Sale of Alcohol to Drunk Adults Among 19-25 Year Olds in Nebraska**



The vast majority of young adult participants in the NYAOS were supportive of responsible beverage server training for bartenders and wait staff, with 92.4% supporting in 2010 and 95.3% in 2012. Participants of the 2012 survey were also asked for their level of support for responsible seller training for employees who work in stores that sell alcohol. Support for this type of training was also high, with 92.5% agreeing that employees who work in stores that sell alcohol should be taught how to serve alcohol responsibly (Figure 33).

**Figure 33: Level of Agreement/Disagreement That Bartenders and Wait Staff Should Receive Responsible Beverage Server Training and Employees Who Work in Stores That Serve Alcohol Should Be Taught How to Serve Alcohol Responsibly Among 19-25 Year Olds in Nebraska**



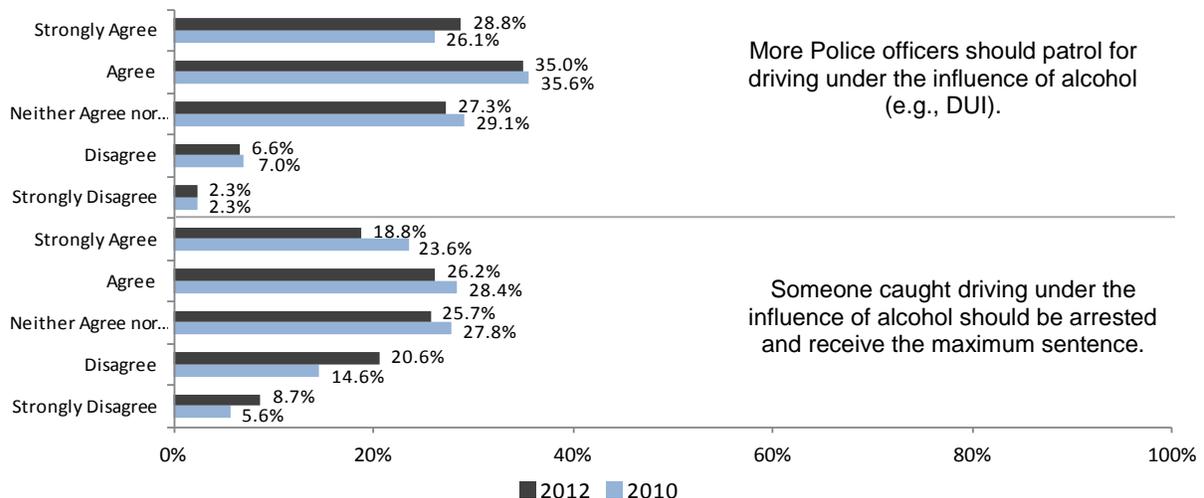
\*Percentage who reported how much they agree or disagree with the notion that in their community, bartenders and wait staff who work in restaurants and bars should be taught how to serve alcohol responsibly (not serving minors or drunk customers) on a 5-point Likert scale ranging from Strongly Agree to Strongly Disagree.

\*\*Percentage who reported how much they agree or disagree with the notion that in their community, employees who work in stores that sell alcohol should be taught how to serve alcohol responsibly (not serving minors or drunk customers) on a 5-point Likert scale ranging from Strongly Agree to Strongly Disagree (2012 survey only).

**Attitudes and Perceptions Related to Alcohol Enforcement**

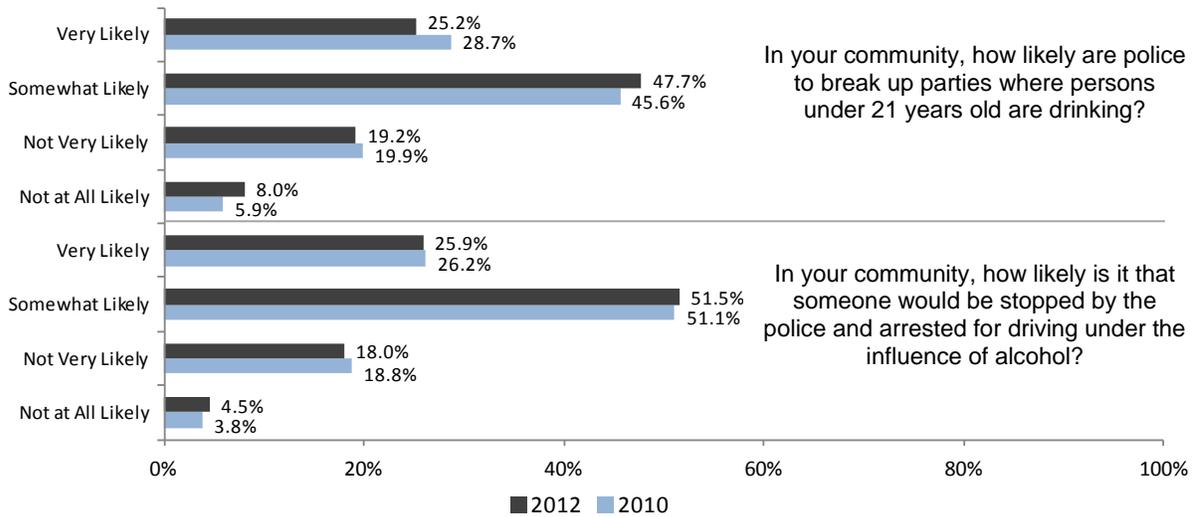
Over three-fifths of young adults (61.7% in 2010 and 63.1% in 2012) agreed or strongly agreed that more police officers should patrol for driving under the influence of alcohol. Fewer participants in 2012 than in 2010 agreed or strongly agreed that someone caught driving should be arrested and receive the maximum sentence (52.0% in 2010 and 45.0% in 2012,  $p < .05$ ) (Figure 34).

**Figure 34: Attitudes Related to Alcohol Enforcement Among 19-25 Year Olds in Nebraska**



Approximately three-fourths of young adult participants in both administrations of the survey reported police as being somewhat likely or very likely to break up parties where persons under 21 years old are drinking (74.3% in 2010 and 72.9% in 2012). Just over three-fourths of participants in both years of the survey also reported that it is "somewhat likely" or "very likely" that someone would be stopped by police and arrested for driving under the influence of alcohol (77.3% in 2010 and 77.4% in 2012) (Figure 35).

**Figure 35: Perceptions of Police Enforcement of Alcohol Among 19-25 Year Olds in Nebraska**



## Statewide 2010 and 2012 Nebraska Young Adult Alcohol Opinion Survey Summary Table

### ***Indicators Overall and by Gender***

Indicators		Overall			Male			Female		
		Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High
<b><i>Alcohol Use</i></b>										
1. Lifetime Alcohol Use	2010	3,445	87.4%	(85.7-88.9)	1,466	85.3%	(82.6-87.6)	1,979	89.6%	(87.5-91.3)
	2012	2,696	86.8%	(85.6-88.0)	1,149	86.1%	(84.1-88.1)	1,547	87.6%	(86.0-89.2)
2. Past Month Alcohol Use	2010	3,427	67.9%	(65.8-70.0)	1,457	68.3%	(65.0-71.4)	1,970	67.5%	(64.8-70.2)
	2012	2,688	69.1%	(67.3-70.9)	1,144	70.4%	(67.8-73.0)	1,544	67.7%	(65.3-70.1)
3. Past Month Binge Drinking	2010	3,398	43.8%	(41.6-46.0)	1,445	43.7%	(40.4-47.1)	1,953	43.9%	(41.1-46.8)
	2012	2,693	47.1%	(45.4-49.2)	1,146	50.9%	(48.0-53.8)	1,547	43.5%	(41.0-46.0)
4. Past Month Binge Drinking, Among Past Month Alcohol Users	2010	2,290	64.8%	(29.7-33.8)	995	64.3%	(60.3-68.1)	1,295	65.4%	(62.0-68.6)
	2012	1,826	68.3%	(66.1-70.5)	806	72.0%	(68.8-75.2)	1,020	64.2%	(61.3-67.1)
5. Binge Drank More Than Once in the Past Month	2010	3,398	31.7%	(29.7-33.8)	1,445	33.4%	(30.3-36.7)	1,953	29.9%	(27.3-32.5)
	2012	2,693	33.6%	(31.8-35.4)	1,146	37.3%	(34.5-40.1)	1,547	29.8%	(27.5-32.1)
<b><i>Alcohol Impaired Driving</i></b>										
1. Past Month Driving After Binge Drinking	2010	3,419	8.4%	(7.2-9.7)	1,452	10.7%	(8.8-13.0)	1,937	6.0%	(4.8-7.5)
	2012	2,693	7.1%	(6.1-8.1)	1,146	8.6%	(7.0-10.2)	1,547	5.6%	(4.4-6.8)
2. Past Year Alcohol Impaired Driving	2010	3,409	30.3%	(28.3-32.4)	1,446	33.7%	(30.5-37.0)	1,963	26.8%	(24.3-29.3)
	2012	2,696	23.9%	(22.3-25.5)	1,149	25.7%	(23.2-28.2)	1,547	21.9%	(19.8-24.0)
<b><i>Perception of Risk</i></b>										
1. Perceive Great Risk from Binge Drinking	2010	3,271	32.1%	(30.3-34.3)	1,378	26.0%	(23.0-29.2)	1,893	38.5%	(35.7-41.4)
	2012	2,567	28.8%	(27.1-30.3)	1,083	23.4%	(21.0-25.8)	1,484	34.4%	(32.0-36.8)

Indicators	Overall			Male			Female			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Social Norms Regarding Alcohol Use</i></b>										
1. Wrong or Very Wrong for Individuals Under 18 Years Old to Have One or Two Drinks	2010	-	-	-	-	-	-	-	-	-
	2012	2,682	80.0%	(78.5-81.5)	1,142	75.2%	(72.7-77.7)	1,540	85.0%	(83.2-86.8)
2. Wrong or Very Wrong for Individuals 18 to 20 Years Old to Have One or Two Drinks	2010	3,325	51.8%	(49.5-54.0)	1,407	46.6%	(43.2-50.1)	1,918	57.0%	(54.1-59.8)
	2012	2,685	45.8%	(43.9-47.7)	1,143	42.6%	(39.7-45.5)	1,542	49.1%	(46.6-51.6)
3. Wrong or Very Wrong for Individuals 21 and Older to Have One or Two Drinks	2010	3,329	3.5%	(2.8-4.4)	1,405	4.1%	(3.0-5.6)	1,924	2.9%	(2.1-4.0)
	2012	-	-	-	-	-	-	-	-	-
	2012 State Average	-	-	-	-	-	-	-	-	-
4. Wrong or Very Wrong for Individuals Under 18 Years Old to Get Drunk	2010	-	-	-	-	-	-	-	-	-
	2012	2,690	95.5%	(91.5-93.5)	1,147	91.3%	(89.7-92.9)	1,543	93.8%	(92.6-95.0)
5. Wrong or Very Wrong for Individuals 18 to 20 Years Old to Get Drunk	2010	3,331	73.4%	(71.3-75.3)	1,409	69.8%	(66.5-73.0)	1,922	76.9%	(74.4-79.3)
	2012	2,670	71.1%	(69.4-72.8)	1,140	66.9%	(64.2-69.6)	1,530	75.5%	(73.4-77.6)
6. Wrong or Very Wrong for Individuals 21 and Older to Get Drunk	2010	3,319	23.9%	(22.0-25.9)	1,403	25.6%	(22.6-28.7)	1,916	22.3%	(19.9-24.8)
	2012	2,684	18.8%	(17.3-20.3)	1,144	19.3%	(17.0-21.6)	1,540	18.2%	(16.3-20.1)
<b><i>Attitudes and Perceptions Related to Providing Alcohol to Minors</i></b>										
1. Wrong or Very Wrong for Individuals 21 and Older to Provide Alcohol for People Under 21 Years Old	2010	3,319	80.3%	(78.3-82.1)	1,406	75.9%	(72.7-78.8)	1,913	84.8%	(82.5-86.9)
	2012	2,678	79.1%	(77.6-80.6)	1,141	75.6%	(72.9-78.3)	1,537	82.8%	(81.0-84.6)
2. Likely That a Person Under 21 Would Be Served a Drink at a Bar or Restaurant	2010	-	-	-	-	-	-	-	-	-
	2012	2,439	23.1%	(22.0-24.7)	1,039	20.9%	(18.5-23.3)	1,400	25.4%	(23.2-27.6)
3. Likely That a Person Under 21 Would Be Sold a Drink at a Convenience Store	2010	-	-	-	-	-	-	-	-	-
	2012	2,444	18.2%	(16.7-19.7)	1,041	16.9%	(14.7-19.1)	1,403	19.5%	(17.5-21.5)
4. Likely That Police Will Arrest an Adult Who is Believed to Have Provided Alcohol for People Under 21 Years Old	2010	3,004	70.2%	(68.0-72.4)	1,296	70.4%	(67.0-73.6)	1,708	70.0%	(67.1-72.8)
	2012	2,257	67.9%	(66.0-69.8)	993	69.8%	(67.0-72.6)	1,264	65.9%	(63.3-68.5)

Indicators	Overall			Male			Female			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Attitudes, Perceptions, and Behaviors Related to Alcohol Service and Sales</i></b>										
1. Support for Responsible Beverage Service Training	2010	3,460	92.4%	(91.0-93.6)	1,473	89.2%	(86.8-91.2)	1,987	95.7%	(94.4-96.8)
	2012	2,695	95.2%	(94.4-96.0)	1,149	93.1%	(91.6-94.6)	1,546	97.5%	(96.7-98.3)
2. Support Responsible Seller Training for Employees Who Work in Stores That Sell Alcohol	2010	-	-	-	-	-	-	-	-	-
	2012	2,692	92.5%	(91.5-93.5)	1,147	91.0%	(89.2-92.8)	1,545	94.0%	(92.8-95.2)
3. Support Bars Staying Open Until 2 AM	2010	-	-	-	-	-	-	-	-	-
	2012	2,678	49.4%	(47.5-51.3)	1,143	51.4%	(48.5-54.3)	1,535	47.3%	(44.8-49.8)
4. Likely That a Drunk Adult Would be Served an Alcoholic Beverage at a Local Bar or Restaurant	2010	3,092	88.6%	(87.0-90.0)	1,302	87.8%	(85.3-89.9)	1,790	89.5%	(87.4-91.2)
	2012	2,362	86.9%	(85.6-88.2)	998	85.4%	(83.2-87.6)	1,364	88.3%	(86.6-90.0)
5. Likely That a Drunk Adult Would be Sold an Alcoholic Beverage at a Local Convenience Store	2010	3,019	84.2%	(82.4-85.8)	1,280	83.4%	(80.7-85.9)	1,739	84.9%	(82.6-87.0)
	2012	2,324	80.8%	(79.2-82.4)	998	79.3%	(76.8-81.8)	1,336	82.4%	(80.4-84.4)
6. ID Was Not Checked at Last Purchase Attempt, Among Those Who Bought or Tried to Buy Alcohol in the Past 30 Days and Did Not Believe the Person Selling Them the Alcohol Personally Knew if They Were Old Enough to Buy	2010	1,107	15.4%	(12.9-18.3)	447	14.1%	(10.6-18.6)	660	16.6%	(13.3-20.5)
	2012	868	16.3%	(13.7-18.8)	355	16.8%	(13.0-20.6)	513	15.9%	(12.6-19.2)

Indicators	Overall			Male			Female			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Attitudes and Perceptions Related to Alcohol Enforcement</i></b>										
1. Support for Increased Patrolling of DUI	2010	3,454	61.7%	(59.5-63.8)	1,470	54.7%	(51.3-58.0)	1,984	68.9%	(66.2-71.5)
	2012	2,684	63.8%	(62.0-65.6)	1,146	54.9%	(52.0-57.8)	1,538	73.0%	(70.8-78.2)
2. Support for Increased Sobriety Checkpoints	2010	-	-	-	-	-	-	-	-	-
	2012	2,650	43.8%	(41.9-45.7)	1,135	36.2%	(33.4-39.0)	1,515	51.7%	(49.2-54.2)
3. Support for Maximum Punishment for DUI Offense	2010	3,445	51.9%	(49.7-54.2)	1,469	48.0%	(44.6-51.4)	1,976	56.1%	(53.3-58.9)
	2012	2,683	45.0%	(43.1-47.9)	1,140	42.0%	(39.1-44.9)	1,543	48.0%	(45.5-50.5)
4. Likely That Someone Would be Stopped by the Police and Arrested for Driving Under the Influence of Alcohol	2010	3,221	77.4%	(75.3-79.3)	1,372	75.7%	(72.5-78.6)	1,849	79.1%	(76.3-81.5)
	2012	2,500	77.5%	(75.9-79.1)	1,062	78.9%	(76.5-81.3)	1,438	76.0%	(73.9-78.1)
5. Likely that Police Will Break Up Parties Where Minors Are Drinking	2010	3,127	74.2%	(72.1-76.3)	1,336	76.1%	(72.9-79.1)	1,791	72.3%	(69.4-74.9)
	2012	2,385	72.8%	(71.0-74.6)	1,026	75.0%	(72.4-77.6)	1,359	70.6%	(68.2-73.0)
6. Support for Alcohol Being Allowed in State Parks	2010	-	-	-	-	-	-	-	-	-
	2012	2,688	50.2%	(48.3-52.1)	1,147	53.3%	(50.4-56.2)	1,541	47.0%	(43.8-50.2)

<sup>a</sup> Unweighted sample size (i.e., number of survey respondents)

<sup>b</sup> Percentage weighted by gender, age, and region

<sup>c</sup> 95% confidence interval for the weighted percentage

## **Indicators by Age Category**

Indicators		19-20 Year Olds			21-22 Year Olds			23-25 Year Olds		
		Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High
<b>Alcohol Use</b>										
1. Lifetime Alcohol Use	2010	920	71.6%	(67.5-75.4)	1,061	93.7%	(91.6-95.4)	1,464	95.0%	(93.2-96.4)
	2012	725	72.3%	(69.1-75.5)	837	91.4%	(89.5-93.3)	1,134	93.6%	(92.3-94.9)
2. Past Month Alcohol Use	2010	914	43.1%	(38.9-47.4)	1,060	81.2%	(78.0-84.1)	1,453	77.6%	(74.7-80.4)
	2012	725	48.1%	(44.5-51.7)	835	77.4%	(74.5-80.3)	1,128	78.0%	(75.5-80.5)
3. Past Month Binge Drinking	2010	908	27.3%	(23.7-31.3)	1,050	52.6%	(48.6-56.6)	1,440	50.4%	(46.9-53.8)
	2012	723	34.8%	(31.4-38.2)	836	52.8%	(49.4-56.2)	1,134	52.0%	(49.1-54.9)
4. Past Month Binge Drinking, Among Past Month Alcohol Users	2010	396	64.0%	(57.6-70.0)	811	64.9%	(60.5-69.1)	1,083	65.1%	(61.2-68.7)
	2012	343	72.1%	(67.2-77.0)	632	68.5%	(64.9-72.1)	851	66.5%	(63.3-69.7)
5. Binge Drank More Than Once in the Past Month	2010	908	20.2%	(17.0-23.9)	1,050	39.2%	(35.3-43.1)	1,440	35.3%	(32.1-38.7)
	2012	723	25.0%	(21.9-28.1)	836	39.5%	(36.2-42.8)	1,134	35.6%	(32.9-38.3)
<b>Alcohol Impaired Driving</b>										
1. Past Month Driving After Binge Drinking	2010	912	4.1%	(2.8-6.1)	1,058	8.8%	(6.8-11.4)	1,449	11.4%	(9.3-14.0)
	2012	723	5.6%	(3.9-7.3)	836	6.8%	(5.0-8.6)	1,134	8.2%	(6.6-9.8)
2. Past Year Alcohol Impaired Driving	2010	912	19.3%	(16.2-22.8)	1,053	34.9%	(31.1-38.9)	1,444	35.6%	(32.3-39.0)
	2012	725	19.4%	(16.6-22.2)	837	22.1%	(19.1-25.1)	1,134	28.1%	(25.6-30.6)
<b>Perception of Risk</b>										
1. Perceive Great Risk from Binge Drinking	2010	887	36.5%	(32.4-40.8)	995	28.8%	(25.3-32.6)	1,389	31.1%	(27.9-34.4)
	2012	687	32.3%	(28.8-35.8)	798	29.8%	(26.6-33.0)	1,082	25.9%	(23.3-28.5)

Indicators	19-20 Year Olds			21-22 Year Olds			23-25 Year Olds			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Social Norms Regarding Alcohol Use</i></b>										
1. Wrong or Very Wrong for Individuals Under 18 Years Old to Have One or Two Drinks	2010	-	-	-	-	-	-	-	-	-
	2012	721	74.4%	(71.3-77.5)	831	79.2%	(76.5-81.9)	1,130	84.3%	(82.2-86.4)
2. Wrong or Very Wrong for Individuals 18 to 20 Years Old to Have One or Two Drinks	2010	890	45.2%	(40.9-49.5)	1,027	51.5%	(47.5-55.5)	1,408	57.2%	(53.7-60.6)
	2012	723	35.8%	(32.3-39.3)	832	46.1%	(42.7-49.5)	1,130	52.4%	(49.5-55.3)
3. Wrong or Very Wrong for Individuals 21 and Older to Have One or Two Drinks	2010	893	3.6%	(2.5-5.2)	1,029	3.0%	(1.9-4.5)	1,407	3.8%	(2.6-5.6)
	2012	-	-	-	-	-	-	-	-	-
4. Wrong or Very Wrong for Individuals Under 18 Years Old to Get Drunk	2010	-	-	-	-	-	-	-	-	-
	2012	724	88.5%	(86.3-90.7)	834	92.3%	(90.5-94.4)	1,132	95.4%	(94.1-96.7)
5. Wrong or Very Wrong for Individuals 18 to 20 Years Old to Get Drunk	2010	891	68.7%	(64.5-72.7)	1,030	73.3%	(69.5-76.8)	1,410	77.0%	(73.9-79.9)
	2012	717	61.1%	(57.6-64.6)	825	72.7%	(69.7-75.7)	1,128	76.8%	(74.4-79.2)
6. Wrong or Very Wrong for Individuals 21 and Older to Get Drunk	2010	889	26.7%	(23.1-30.8)	1,026	21.8%	(18.6-25.3)	1,404	23.3%	(20.4-26.4)
	2012	724	17.9%	(15.7-20.8)	830	18.4%	(15.8-21.0)	1,130	19.5%	(17.3-21.7)
<b><i>Attitudes and Perceptions Related to Providing Alcohol to Minors</i></b>										
1. Wrong or Very Wrong for Individuals 21 and Older to Provide Alcohol for People Under 21 Years Old	2010	888	71.6%	(67.3-75.4)	1,027	79.7%	(76.1-82.9)	1,404	87.6%	(85.0-89.8)
	2012	722	68.5%	(65.2-71.8)	830	80.6%	(78.0-83.2)	1,126	85.5%	(83.5-87.5)
2. Likely That a Person Under 21 Would Be Served a Drink at a Bar or Restaurant	2010	-	-	-	-	-	-	-	-	-
	2012	641	21.6%	(18.5-24.7)	768	24.9%	(21.8-28.0)	1,030	22.8%	(20.3-25.3)
3. Likely That a Person Under 21 Would Be Sold a Drink at a Convenience Store	2010	-	-	-	-	-	-	-	-	-
	2012	648	22.4%	(19.4-25.4)	775	15.6%	(13.0-18.2)	1,021	17.3%	(15.0-20.6)
4. Likely That Police Will Arrest an Adult Who is Believed to Have Provided Alcohol for People Under 21 Years Old	2010	811	64.6%	(60.1-68.9)	942	71.2%	(67.3-74.8)	1,251	73.9%	(70.5-77.1)
	2012	611	67.4%	(63.7-71.1)	709	65.4%	(61.9-70.9)	937	70.0%	(67.1-72.9)

Indicators	19-20 Year Olds			21-22 Year Olds			23-25 Year Olds			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Attitudes, Perceptions, and Behaviors Related to Alcohol Service and Sales</i></b>										
1. Support for Responsible Beverage Service Training	2010	929	92.9%	(90.1-94.9)	1,062	91.5%	(88.9-93.6)	1,469	92.6%	(90.4-94.3)
	2012	725	94.0%	(92.4-95.6)	837	95.3%	(93.9-96.7)	1,133	96.1%	(95.0-97.0)
2. Support Responsible Seller Training for Employees Who Work in Stores That Sell Alcohol	2010	-	-	-	-	-	-	-	-	-
	2012	724	91.1%	(89.0-93.2)	835	94.3%	(92.6-96.0)	1,133	92.2%	(90.6-93.8)
3. Support Bars Staying Open Until 2 AM	2010	-	-	-	-	-	-	-	-	-
	2012	722	46.1%	(42.5-49.7)	830	52.7%	(49.3-56.1)	1,126	49.3%	(46.4-52.2)
4. Likely That a Drunk Adult Would be Served an Alcoholic Beverage at a Local Bar or Restaurant	2010	782	87.9%	(84.5-90.6)	961	88.4%	(85.6-90.7)	1,349	89.3%	(86.8-91.4)
	2012	589	84.2%	(81.4-87.0)	739	85.0%	(82.6-87.4)	1,034	89.7%	(87.8-91.6)
5. Likely That a Drunk Adult Would be Sold an Alcoholic Beverage at a Local Convenience Store	2010	783	84.5%	(80.9-87.6)	933	84.0%	(80.9-86.7)	1,303	84.0%	(81.1-86.5)
	2012	589	84.2%	(81.4-87.0)	739	85.0%	(82.6-87.4)	1,034	89.7%	(87.8-91.6)
6. ID Was Not Checked at Last Purchase Attempt, Among Those Who Bought or Tried to Buy Alcohol in the Past 30 Days and Did Not Believe the Person Selling Them the Alcohol Personally Knew if They Were Old Enough to Buy	2010	31	^	^	454	10.4%	(7.4-14.5)	622	16.3%	(13.0-20.3)
	2012	58	60.6%	(48.0-73.2)	361	5.8%	(2.8-8.8)	449	17.6%	(14.1-21.1)

Indicators	19-20 Year Olds			21-22 Year Olds			23-25 Year Olds			
	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	Sample Size (n) <sup>a</sup>	Weighted % <sup>b</sup>	95% C.I. <sup>c</sup> Low - High	
<b><i>Attitudes and Perceptions Related to Alcohol Enforcement</i></b>										
1. Support for Increased Patrolling of DUI	2010	928	68.5%	(64.4-72.3)	1,062	60.6%	(56.6-64.4)	1,464	57.1%	(53.6-60.4)
	2012	722	67.2%	(63.8-70.6)	832	63.6%	(60.4-66.8)	1,130	61.5%	(58.7-64.3)
2. Support for Increased Sobriety Checkpoints	2010	-	-	-	-	-	-	-	-	-
	2012	711	41.3%	(37.7-44.9)	822	45.1%	(41.7-48.5)	1,117	44.6%	(41.7-47.5)
3. Support for Maximum Punishment for DUI Offense	2010	928	54.8%	(50.5-59.1)	1,057	48.7%	(44.8-52.7)	1,460	52.0%	(48.5-55.4)
	2012	724	43.3%	(39.7-46.9)	831	44.3%	(40.9-47.7)	1,128	46.5%	(43.6-49.4)
4. Likely That Someone Would be Stopped by the Police and Arrested for Driving Under the Influence of Alcohol	2010	870	76.1%	(72.1-79.6)	983	76.9%	(73.1-80.3)	1,368	78.7%	(75.6-81.5)
	2012	668	75.0%	(71.8-78.2)	769	75.0%	(72.1-77.9)	1,063	80.7%	(78.4-83.0)
5. Likely that Police Will Break Up Parties Where Minors Are Drinking	2010	853	71.3%	(67.0-75.2)	976	74.8%	(70.8-78.3)	1,128	76.2%	(73.0-79.2)
	2012	651	73.7%	(70.3-77.1)	749	70.9%	(67.7-74.1)	985	73.6%	(70.9-76.6)
6. Support for Alcohol Being Allowed in State Parks	2010	-	-	-	-	-	-	-	-	-
	2012	724	39.7%	(36.2-43.2)	833	51.2%	(47.8-54.6)	1,131	56.8%	(55.9-59.7)

<sup>a</sup> Unweighted sample size (i.e., number of survey respondents)

<sup>b</sup> Percentage weighted by gender, age, and region

<sup>c</sup> 95% confidence interval for the weighted percentage

<sup>^</sup> Insufficient Sample (< 50) to calculate a reliable estimate

## Indicator Definitions

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### ***Alcohol Use***

1. Percentage who reported that they have ever consumed alcohol (more than a few sips) during their lifetime.
2. Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.
3. Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on one or more of the 30 days preceding the survey.
4. Among past month alcohol users, the percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on one or more of the 30 days preceding the survey.
5. Percentage who reported binge drinking on two or more of the 30 days preceding the survey.

### ***Alcohol Impaired Driving***

1. Percentage who reported that they drove shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey.
2. Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey.

### ***Perception of Risk related to Binge Drinking***

1. Percentage who reported that people put themselves at great risk physically or in other ways when they have five or more drinks of an alcoholic beverage once or twice a week.

### ***Social Norms Regarding Alcohol Use***

1. Percentage who reported that it is wrong or very wrong for individuals under 18 years old to have one or two drinks (2012 survey only).
2. Percentage who reported that it is wrong or very wrong for individuals 18 to 20 years old to have one or two drinks.
3. Percentage who reported that it is wrong or very wrong for individuals 21 and older to have one or two drinks (excluded from 2012 survey).
4. Percentage who reported that it is wrong or very wrong for individuals under 18 years old to get drunk ("have 5 or more drinks in one sitting" for a third of the population in 2012) (2012 survey only).
5. Percentage who reported that it is wrong or very wrong for individuals 18 to 20 years old to get drunk ("have 5 or more drinks in one sitting" for a third of the population in 2012).
6. Percentage who reported that it is wrong or very wrong for individuals 21 and older to get drunk ("have 5 or more drinks in one sitting" for a third of the population in 2012).

### ***Attitudes and Perceptions related to Providing Alcohol to Minors***

1. Percentage who reported that it is wrong or very wrong for individuals 21 and older to provide alcohol for people under 21 years old.
2. Percentage who reported that it is somewhat likely or very likely that a person under 21 would be served a drink if they asked for one at a local bar or restaurant (2012 survey only).
3. Percentage who reported that it is somewhat likely or very likely that a person under 21 would be served a drink if they asked for one at a local convenience store (2012 survey only).
4. Percentage who reported that police are somewhat likely or very likely to arrest an adult who is believed to have provided alcohol for persons under 21.

### ***Attitudes, Perceptions, and Experiences related to Alcohol Service and Sales***

1. Percentage who agree or strongly agree that bartenders and wait staff who work in restaurants and bars should be taught how to serve alcohol responsibly (not serving minors or drunken customers).
2. Percentage who agree or strongly agree that employees who work in stores that sell alcohol should be taught how to serve alcohol responsibly (not serving minors or drunken customers) (2012 survey only).
3. Percentage who agree or strongly agree that bars should stay open until 2 AM (2012 survey only).
4. Percentage who reported that it is somewhat likely or very likely that that a drunken adult, 21 years of age or older, would be served a drink of alcohol if they asked for one in a local bar or restaurant.
5. Percentage who reported that it is somewhat likely or very likely that that a drunken adult, 21 years of age or older, would be sold an alcoholic beverage if they tried to buy it in a local convenience store.
6. Percentage who reported that their ID was not checked the last time they bought or tried to buy alcohol during the 30 days preceding the survey, among those who did not believe that the person selling them the alcohol personally knew if they were old enough to buy.

### ***Attitudes and Perceptions related to Alcohol Enforcement***

1. Percentage who agree or strongly agree that more police officers should patrol for driving under the influence of alcohol (e.g., DUI).
2. Percentage who agree or strongly agree that more sobriety checkpoints should be implemented (2012 survey only).
3. Percentage who agree or strongly agree that someone caught driving under the influence of alcohol should be arrested and receive the maximum sentence.
4. Percentage who reported that it is somewhat likely or very likely that someone would be stopped by the police and arrested for driving under the influence of alcohol.
5. Percentage who reported that police are somewhat likely or very likely to break up parties where persons under age 21 are drinking.
6. Percentage who agree or strongly agree that alcohol should be allowed in state parks (2012 survey only).

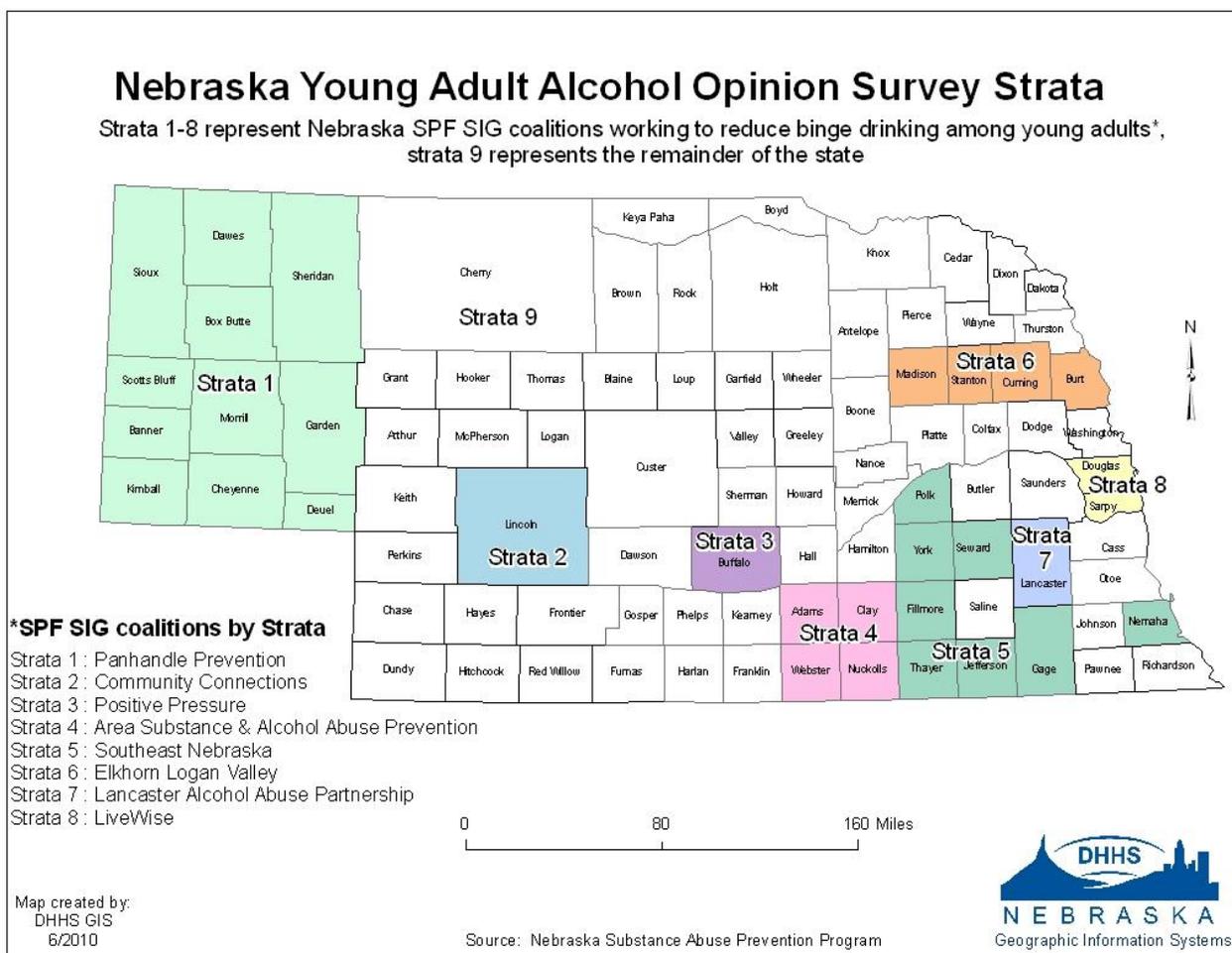
# Sampling and Methodology

This section presents a detailed account of the methods used for collecting and reporting data from the 2010 and 2012 Nebraska Young Adult Alcohol Opinion Survey. Survey administration and data collection was conducted by the Bureau of Sociological Research (BOSR) at the University of Nebraska-Lincoln. The analysis and reporting of information presented within this report was conducted by Schmeeckle Research Inc.

## Survey Administration and Data Collection

### The Sample

The samples for the 2010 and 2012 surveys were generated by the Nebraska Department of Motor Vehicles Driver Records Database. The sampling frame included young adults ages 19 to 25 years with a Nebraska driver's license. A total of 10,000 young adults were included in the sample. The sample was stratified by nine Nebraska regions with approximately an equal number of respondents sampled in each region. As noted in the introduction, eight of the regions consisted of the state SPF SIG coalition regions targeting the reduction of binge drinking among 18-25 year olds while the ninth region consisted of the remainder of the state. The following map provides a visual breakdown of the stratified regions targeted by the survey.



## Demographic Characteristics of the Sample

For both survey administrations, the demographics of the sample were very similar across the categories of age, gender, ethnicity (Hispanic), and race. There was an even distribution across each single year of age from 19-25, with a slightly lower representation from 19 year old respondents. In both survey administrations, females were more likely to respond to the survey than males. Less than 5% of the participants in both years of the survey identified as Hispanic. Whites made up the vast majority of the survey sample, accounting for just over 94% of survey participants in both years of the survey (Tables 1-4).

Table 1. Age

	19	20	21	22	23	24	25
<b>2010</b>	415 (12.0%)	516 (14.9%)	542 (15.6%)	523 (15.1%)	479 (13.8%)	499 (14.4%)	492 (14.2%)
<b>2012</b>	357 (12.5%)	388 (14.4%)	420 (15.6%)	417 (15.5%)	353 (13.1%)	399 (14.8%)	382 (14.2%)

Table 2. Gender

	Male	Female
<b>2010</b>	1,478 (42.6%)	1,149 (42.6%)
<b>2012</b>	1,988 (57.4%)	1,547 (57.4%)

Table 3. Ethnicity (Hispanic)

	Hispanic	Non-Hispanic
<b>2010</b>	160 (4.6%)	3,285 (95.3%)
<b>2012</b>	129 (4.8%)	2,547 (95.0%)

Table 4. Race (multiple responses allowed)

	White	Black or African American	American Indian	Native Hawaiian or Other Pacific Islander	Asian	Alaska Native	Other
<b>2010</b>	3,246 (94.1%)	59 (1.7%)	56 (1.6%)	9 (0.2%)	50 (1.5%)	2 (0.1%)	96 (2.7%)
<b>2012</b>	2,543 (94.3%)	43 (1.6%)	43 (1.6%)	10 (0.4%)	39 (1.4%)	2 (0.1%)	56 (2.1%)

## The Data Collection Process

Respondents were mailed an initial pre-notification letter on November 10, 2011. This mailing included a letter inviting the respondent to complete the survey online and a \$1 bill incentive. Respondents were then mailed a survey packet on November 18, 2011. This packet included a cover letter, survey, and a postage paid return envelope to return the survey. In order to increase the response rate, non-respondents were mailed a reminder postcard on December 8, 2011. In addition to the reminder postcard, a second paper survey and cover letter were mailed to non-respondents on December 23, 2011. Data collection concluded February 20, 2012. The 2009-2010 administration followed a similar data collection with the exception that respondents were not initially invited to complete the survey online, but were invited later.

Using variations of sponsorship, scale ordering, and question wording, respondents were randomly assigned to one of three groups as part of a methodological experiment, including one group where survey features indicate that the sponsor portrays alcohol use favorably (version 1), a more neutral group using some design elements to deter social desirability (version 2), and a third group where a respondent could infer negative connotations around alcohol use (version 3). Results from the methodological experiment are not presented in this report; however, more information about the methodological experiment can be obtained by calling 402-471-2353.

## Response Rate

In 2010, a total of 3,466 eligible young adults completed the survey with the majority (95.9%) completing the survey via mail. In 2012, a total of 2,725 eligible young adults completed the survey with a smaller majority (63.7%) completing the survey via mail. From the original sample in 2012, a total of 515, including 246 who completed the survey, were determined to be ineligible either because they were out of the age range or they now resided out of state. A similar number of surveys were determined to be ineligible in 2010. The overall response rate for the survey, calculated using the American Association for Public Opinion Research's (AAPOR) standard definition for response rate 1 (which removes known ineligible cases from the total sample N)<sup>8</sup>, was 36.6% in 2010 and 28.7% in 2012. It should be noted that due to the primary mode of data collection (mail), it is uncertain if surveys reached the entire sample. In fact, a total of 1,313 surveys in 2010 and 1,270 in 2012 were returned as undeliverable with no forwarding address available. The response rate, after removing both known ineligibles and undeliverable returns, was 42.5% in 2010 and 36.9% in 2012.

## Data Cleaning

Recoding was done to correct the most obvious errors/inconsistencies in the data (i.e., respondent answered a question they should not have answered due to incorrectly following skip instructions). Furthermore, in order to have complete demographic data for the weighting process, age, gender and zip code values from the DMV sample file were used in the cases where the respondent left the field blank. A total of 28 responses for gender were used from the sample and 39 responses for age across both administrations of the survey. A total of 203 sample zip codes were imported because the respondent left the zip code field blank across both administrations of the survey.

Due to the mobile nature of young adults and the fact that the DMV provided an address that was not always the address of respondent residence (but rather often the residence of a parent or other permanent address), the region variable was recalculated to reflect the zip code the respondent provided on the questionnaire (i.e., where they live most of the year). A total of 21.3% (n=737) of respondents in 2010 and 22.4% (n=608) in 2012 were assigned regions different from the original region in the DMV sample.

Inconsistencies in survey response (i.e., failure to follow skip instructions and providing inconsistent answers across different survey questions) are common in mail surveys. To avoid eliminating survey respondents completely as well as survey item responses from the analysis for this report, inconsistencies in survey responses were left in the database. Two examples of these inconsistencies included (but were not limited to): (1) an individual reporting that they did not drink 4 or more drinks within a couple of hours in the past month but also reporting driving after binge drinking in the past month and (2) an individual reporting that they drove after binge drinking during the past month but also reporting that they did not drive under the influence of alcohol during the past year. Inconsistent responses were ignored in instances where the analysis did not cross-tabulate or combine variables that were known to be inconsistent with one another. In instances where two or more variables known to be inconsistent with one another were cross-tabulated or combined, the response to the first question in the sequence trumped all subsequent responses that were known to be inconsistent. Note that inconsistent responding was rare (involving less than 2% of all respondents) and that such responses had a minimal affect the overall results.

## Data Weights

In order to make the data statistically representative of the statewide population, weights were created for the data. The 2010 data were weighted by gender, age, and region to the 2000 U.S. Census population and the 2012 data were weighted to the 2010 U.S. Census population. Region was based on the recalculated region variable described under the "data cleaning" section above. Since a disproportionate regionally stratified sample was used, larger weights were expected and applied for each stratified region. As is common in many surveys, response among females was higher, resulting in lower weights for female respondents. Minimal weighting was required to account for age, as respondents were similar to the Census with regard to age.

## **Non-response and Coverage Concerns**

Non-response bias is a concern for all surveys. Because non-response bias is calculated on responses to specific variables of concern by comparing non-respondents' responses to respondents' responses, it is difficult to calculate in most cases. However, other surveys with young adults have found similar, or in some cases lower, levels of binge drinking, which indicates that non-response bias may be limited in these data.

Because the DMV data set included some information about respondents in the sample, limited analysis comparing respondents non-respondents is possible.

Based on information provided by the DMV, 4.2% of survey respondents in 2010 and 4.3% in 2012 had between one and three DUIs. Correspondingly, 6.3% of those who did not complete the survey had between one and three DUIs in 2010 and 6.1% in 2012.

The majority of those that completed the survey were 21 years of age or older (73.2% in 2010 and 73.0% in 2012). Similarly, 70.2% of non-respondents were age 21 or older in 2010 and 74.0% in 2012. Female respondents comprised 57.3% of those that completed the study in both 2010 and 2012 and 44.9% of non-respondents in 2010 and 46.0% of non-respondents in 2012, respectively. While no weights were applied to adjust for the differences in DUI rates, the 2010 NYAAOS data were weighted to 2000 Census data and 2012 NYAAOS data were weighted to 2010 Census data to adjust for both age and gender.

In addition to non-response concerns, coverage error should also be considered. It is not known how many young adults do not have driver's licenses in the State of Nebraska (and therefore would have been excluded from the sampling frame), but, according to the Nebraska DMV, it is believed to be a very small proportion of the 19 to 25 year old population in this state.

Overall, the Nebraska DMV sample appeared to be an effective way to reach this traditionally hard-to-reach population. As noted, a total of 1,313 surveys in 2010 (13.1% of the total sample) and 1,270 in 2012 (12.7% of the total sample) were returned undeliverable without a forwarding address by the U.S. Postal Service. An additional 1,280 surveys in 2010 and 1,274 in 2012 were forwarded by the U.S. Postal Service or re-mailed with a U.S. Postal Service corrected address. In addition to these known address differences from the DMV list, an unknown number of surveys were forwarded to respondents' new/temporary addresses by parents, old roommates, etc. There was anticipated concern that addresses would be less reliable for ages not commonly associated with license renewal (all ages other than 21); however, response rates were fairly steady across all ages suggesting that this was not an issue.

## **Data Analysis and Reporting**

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### **Statistical Analysis Software**

All analyses presented in this report were conducted using SPSS, Version 17.0. In 2010, in order to obtain reliable estimates of 95% confidence intervals for weighted percentages in the summary tables SAS-callable SUDAAN, Version 10.0.1, was used. In 2012, the standard error of the unweighted data was applied to the weighted data to calculate 95% confidence intervals. This method, while unconventional, was tested on the 2010 data and yielded 95% confidence intervals that were remarkably close to those calculated using SAS-callable SUDAAN Version 10.0.1 (within a half to one percent different).

### **A Note on Statistical Significance (p values)**

Data that are statistically significant are indicated with the notation " $p < .05$ ". Unless it is noted, one may assume that the data discussed in the narrative portion of the report are not statistically significant, except for several instances where it was deemed appropriate to note the lack of statistical significance, which is signified with the notation " $p > .05$ ".

## Data Indicators

For this report, 30 data indicators were developed from either single survey questions or the combination of two or more survey questions. These data indicators cover a variety of survey constructs, including alcohol use, alcohol impaired driving, and perceptions and attitudes related to alcohol. See the above Summary Table of this report for a list of the 30 indicators, corresponding data, and their definitions.

## Demographic Comparisons

There was enough variability in respondent gender, age, urbanicity, and college enrollment status to make comparisons among respective groups. The vast majority of respondents, however, were non-Hispanic White and thus comparisons are not made among racial/ethnic groups.

### Student Status Analysis

This report distinguishes between full-time student and non-full-time students in order to provide an overview of the role of student status in young adult alcohol use, attitudes, and perceptions. Full-time students include respondents reporting that they are currently in school full-time. Non-full-time students include respondents reporting that they are in school part-time as well as those who did not indicate that they are in school full-time or part-time. For this report, analysis and reporting of student status was restricted to 19-22 year olds, or the ages most commonly enrolled in four-year undergraduate as well as two-year degree and technical training programs. Within this survey, stark differences in alcohol use were found by age for those just under the legal drinking age (19-20 year olds) and those at or above the legal drinking age (21 and older). As a result, to minimize the impact of age on survey findings by student status, results for student status were presented separately for 19-20 year olds and 21-22 year olds. Within the 23-25 year old age category, a much smaller number of respondents reported full-time student status and among the non-full-time students within this age group, the level of education varied from less than high school to professional degree, which confounded the comparison between full-time and non-full-time students within this age group.

### Urbanicity Analysis

Rural-Urban Commuting Area Codes (RUCAs) are a census tract-based classification scheme that utilizes population and work commuting information from the U.S. Census Bureau to characterize all of the nation's census tracts regarding their rural and urban status and relationships.<sup>9</sup> Because zip code is often the smallest geographic identifier available in health data sets, a zip code approximation was developed for RUCA. More information on RUCAs can be found at the following website: <http://depts.washington.edu/uwruca/>. For this report, RUCA version 2.0, categorization B, was applied to the data presented within this report to create three urban/rural categories based on the zip code where respondents reported living for most of the year. The three urban/rural categories include:

- *Urban* – includes a primary commute flow within an urbanized area of 50,000 people or more and a secondary commute flow of 30 to 49 percent to an urbanized area.
- *Large Rural* – includes a primary commute flow within a large urban cluster of 10,000 to 49,999 people and a secondary commute flow of 10 to 29 percent to an urbanized area.
- *Small Rural* – includes a primary commute flow within a small urban cluster of 2,500 to 9,999 people and a secondary commute flow of 10 to 29 percent to an urbanized area or 10 to 49 percent to a large urban cluster. In addition, small rural also includes a primary commute flow outside an urbanized area or urban cluster (i.e., less than 2,500 people) and rural areas with a secondary commute flow of 10 to 29 percent to an urbanized area or flow of 10 to 49 percent to either large urban clusters or small urban clusters.

# Conclusions

The findings in this report further strengthen the notion that alcohol misuse continues to be a widespread public health problem in Nebraska. Alcohol use among young adults in Nebraska is common, with estimates for past month alcohol use and past month binge drinking greater than or equal to estimates from other state surveys. Additionally, there was an increase from 2010 to 2012 in past month alcohol use and binge drinking, most notably among males. Furthermore, alcohol impaired driving, a major contributor to death and injury among young people in Nebraska, is also common, despite decreases from 2010 to 2012, with over one-fourth of Nebraska young adults reporting that they drove under the influence of alcohol during the past year. While the data suggest that there is a need to improve behaviors related to alcohol, the majority of young adults appear to be supportive of responsible alcohol service and alcohol enforcement, unsupportive of adults 21 and older providing alcohol to non-legal age drinking persons, and they see underage drinking as far less acceptable than legal age drinking.

The information in this report can be used to help inform policy makers, state and local alcohol prevention practitioners, colleges and universities, law enforcement, parents, and the general public about alcohol use, alcohol impaired driving, and attitudes and perceptions related to alcohol among young adults in Nebraska. Because much of the information presented in this report has not previously been available in Nebraska, it provides an opportunity to further refine and target programs and policies to address the needs of young adults.

The data collected from the Nebraska Young Adult Alcohol Opinion Survey will also be used by coalitions funded under the Strategic Prevention Framework State Incentive Grant (SPF SIG) to continue planning and evaluating their alcohol prevention efforts. In addition, these data can be used for further analysis and reporting of survey content and survey administration methods, including the mixed-mode experimental design.

A variety of evidence-based prevention strategies exist to address alcohol use among young adults. The following is a list of some of the resources containing information related to evidence-based programs, policies, and practices for addressing underage drinking, binge drinking and alcohol impaired driving:

- Higher Education Center, U.S. Department of Education  
<http://www.higheredcenter.org/>
- National Highway Traffic Safety Administration  
<http://www.stopimpaireddriving.org/>
- National Institute for Alcohol Abuse and Alcoholism (NIAAA)  
<http://www.niaaa.nih.gov/>
- National Registry of Evidence Based Programs and Practices  
<http://www.nrepp.samhsa.gov/>
- Reducing Underage Drinking: A Collective Responsibility, Institute of Medicine  
<http://www.iom.edu/Reports/2003/Reducing-Underage-Drinking-A-Collective-Responsibility.aspx>
- The Guide to Community and Preventive Services  
<http://www.thecommunityguide.org/index.html>

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