

FROSH SURVEY RESULTS, 2012-2018

NOTES ABOUT THE DATA

The AlcoholEdu data is collected from two surveys administered to first-year students only, at two points: 1) pre-matriculation in August prior to the beginning of classes; and 2) post-matriculation between September and December after students have arrived on campus. This report utilizes data from the post-matriculation survey from 2011-12 to 2017-18. Note that data from 2014-2015 is not available because a different educational platform was used that year.

There are a number of limitations to the data, it should be viewed and interpreted with caution and discretion. The data is from frosh students and only during the fall quarter; no other undergraduate or graduate students were included. All data used in this analysis is based on self-reports and can be subject to social desirability bias (e.g. under/over reporting drinking behaviors to fit social norms).

Some of the survey data presented here breaks down results in binary gender or sex categories. We recognize this is a shortcoming and is not inclusive of all students at Stanford.

AlcoholEdu asks participants about unwanted sexual contact and alcohol. This data is included to ensure transparency in sharing all the data that is collected. It is critical that alcohol use and sexual violence are not conflated in ways that blame victims.

1 Overview of Respondents: provides an overview of respondents to the AlcoholEdu survey and available demographic information.

2 Habits of Consumption: provides an overview of drinking frequency, binge drinking frequency, and location of drinking.

3 Student Perspectives on Consumption: provides an overview of respondents' perspectives on their habits and motivations.

4 High-Risk and Risk-Reducing Behavior: provides an overview of alcohol-related practices undertaken by respondents.

5 Consequences of Consumption: provides an overview of potential and experienced consequences of drinking.

6 Future Drinking Behavior: provides an overview of future behavior related to drinking as indicated by respondents.

1 OVERVIEW OF RESPONDENTS

	2011-2012	2012-2013	2013-2014	2015-2016	2016-2017	2017-2018
Respondents Who Consumed Alcohol in Past 2 Weeks	51%	51%	57%	55%	56%	54%
	672	760	467	703	778	720
Total Respondents as % of Enrolled	77%	84%	48%	74%	79%	78%
	1326	1486	818	1287	1387	1328
Total Enrolled Frosh	1722	1767	1690	1732	1750	1708

Table 1: AlcoholEdu Overview

	2015-2016	2016-2017	2017-2018
Female	51%	54%	53%
	657	743	707
Male	48%	45%	46%
	624	631	611
Blank	0.5%	1%	1%
	6	13	10
All-frosh Dorms	802	875	851
4-class Dorms	303	332	285
Ethnic-theme Dorms	85	87	82
FroSoCo	84	90	92
Other/Transfer	13	3	18
Total Responses	1287	1387	1328

Table 2: AlcoholEdu Overview – Housing and Sex Assigned at Birth Information Where Available

2 HABITS OF CONSUMPTION

ALCOHOL CONSUMPTION¹

The survey asked, “During the past year, have you consumed alcohol (i.e., had more than a few sips of beer, wine, or liquor)?” In total, 66% have consumed alcohol in the past year, with a peak of 70% in 2013-2014.

A small percentage of students left this question blank every year (<2%).

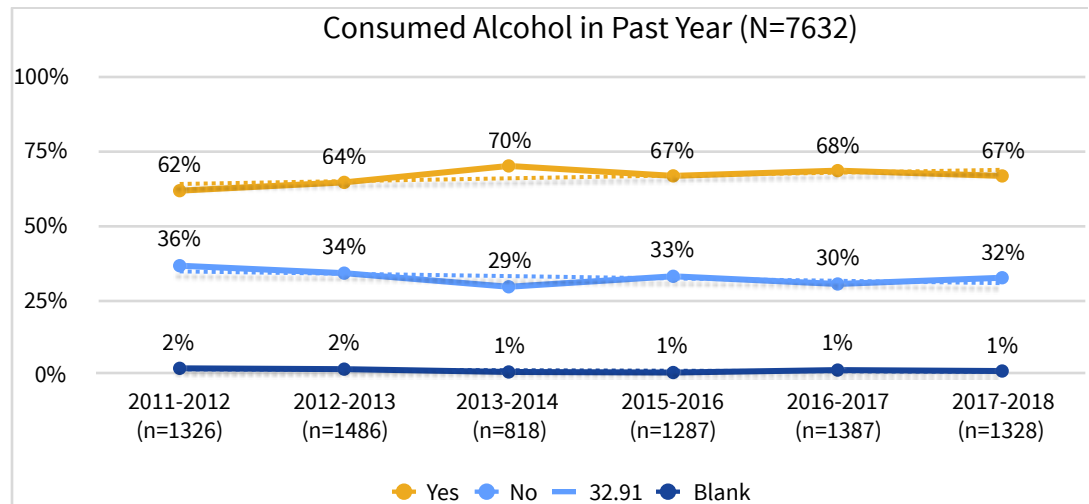


Figure 1: Percentage Consumed Alcohol in Past Year, Based on AlcoholEdu Data

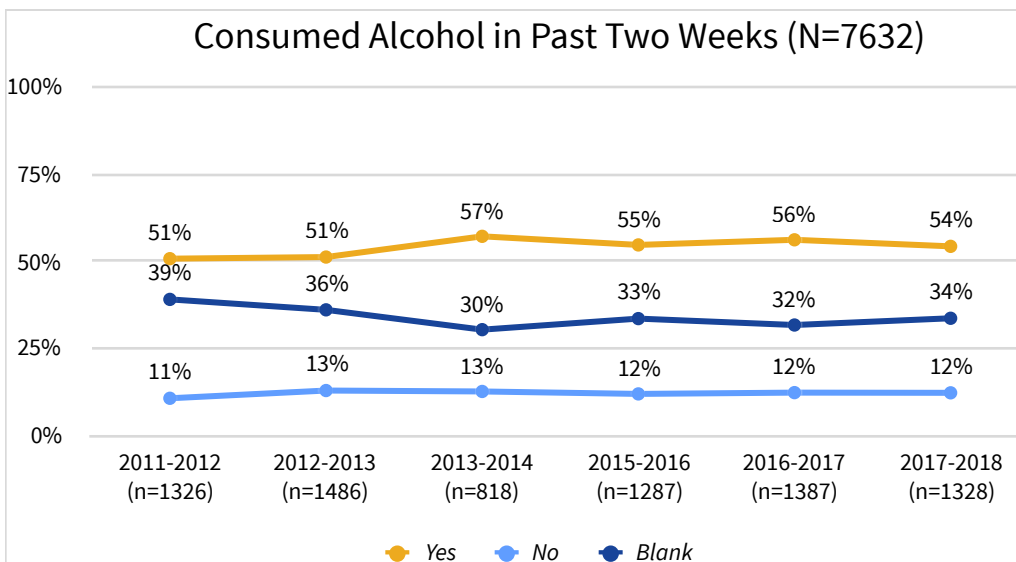


Figure 2: Percentage Consumed Alcohol in Past Two Weeks, Based on AlcoholEdu Data

In response to “During the past two weeks, have you consumed alcohol (i.e., had more than a few sips of beer, wine, or liquor),” a majority of respondents indicated “yes.”

Between 30% and 39% of students are recorded as “blank” every year because they indicated “no” to drinking in the past year and were not presented with this question.

In total, 54% have consumed alcohol in the past two weeks, with a peak at 57% in 2013-2014.

¹ Data and graphs drawn from AlcoholEdu Surveys; 2011-12 in CSV format, 2012-13 and 2013-14 in SPSS format, 2015-16, 2016-17, and 2017-18 in CSV format

ALCOHOL CONSUMPTION - BINGE DRINKING

The survey asked about binge drinking by referring only to 5 or more drinks prior to 2015.

In 2015, the survey posed questions both to men,* “During the past two weeks, how many times have you had five or more drinks in a row within a 2-hour period?”; and to women,* “During the past two weeks, how many times have you had four or more drinks in a row within a 2-hour period?”²

Recent years have seen a slight increase, from 27% in 2011 to 2012, to 30% in 2016-2017 and 31% in 2017-2018. The proportion of students who had engaged in binge drinking multiple times, as opposed to once, decreased from 17% in 2016-2017 to 15% in 2017-2018.

Across all years, of first-year students who indicated that they drank in the past two-weeks, 52.5% binge drank at least once within the previous two-weeks.

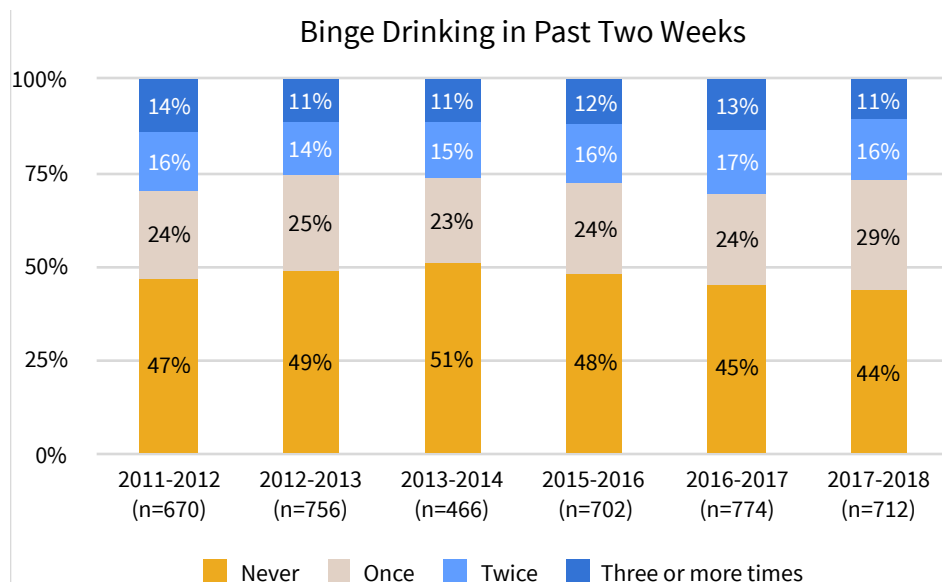
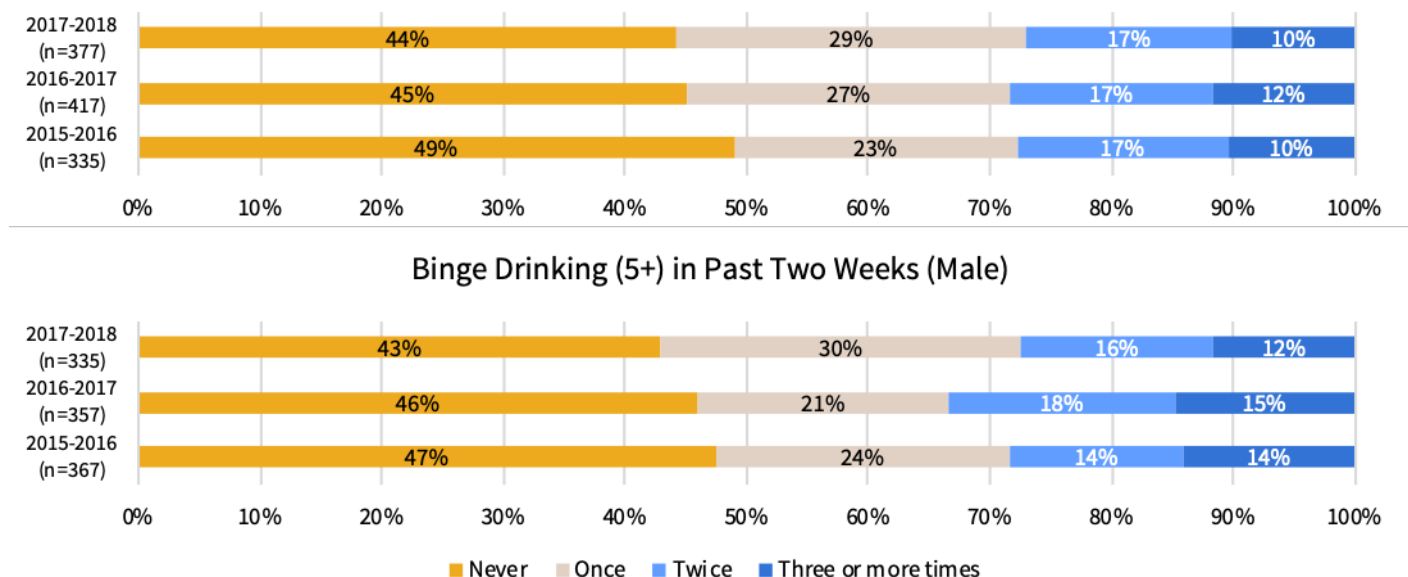


Figure 3: Binge Drinking in Past Two Weeks, Based on Alcohol Edu Data

Binge Drinking (4+) in Past Two Weeks (Female)



Binge Drinking (5+) in Past Two Weeks (Male)

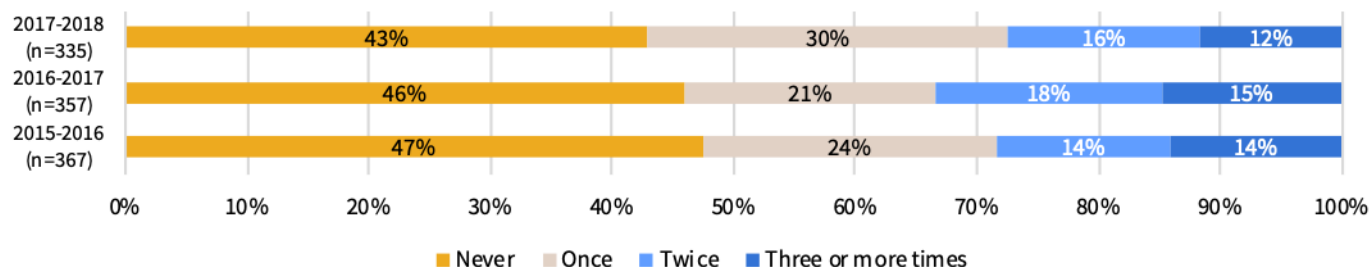


Figure 4: Binge Drinking in Past Two Weeks by Gender, Based on AlcoholEdu Data

*Sex assigned at birth

² The National Institute on Alcohol Abuse and Alcoholism defines binge drinking as consuming greater than five drinks for men or greater than four drinks for women.

LOCATION OF ALCOHOL CONSUMPTION

The survey asked those who had indicated drinking in the previous two weeks, “In the past two weeks, when you consumed alcohol, where did you spend most of your time drinking?”

The majority of respondents (80%, n=4100) indicated consuming alcohol in on-campus residences. Multiple responses were available; each year, the number of responses reflected the number of respondents (+/- 10), except 2015-2016, which recorded 1002 locations for 703 respondents.

Locations	2011-2012	2012-2013	2013-2014	2015-2016	2016-2017	2017-2018	Total
On-campus residence	506	603	343	616	650	565	3283
Fraternity/sorority	129	83	103	179	50	58	602
Athletic event	7	8	2	79	10	12	118
Off-campus residence	9	23	6	23	11	14	86
Outdoor setting	12	20	7	28	7	10	84
My own home	N/A	N/A	N/A	30	13	15	58
None of these	N/A	N/A	N/A	13	23	22	58
Bar/nightclub	3	9	2	17	5	13	49
Restaurant	0	7	1	10	4	2	24
In a car	1	1	0	7	0	1	10
TOTAL	667	754	464	1002	773	712	4372
<i>TOTAL (drank in past 2 weeks)</i>	<i>672</i>	<i>760</i>	<i>467</i>	<i>703</i>	<i>778</i>	<i>720</i>	<i>4100</i>

Table 3: Locations of Alcohol Use, Based on AlcoholEdu Data

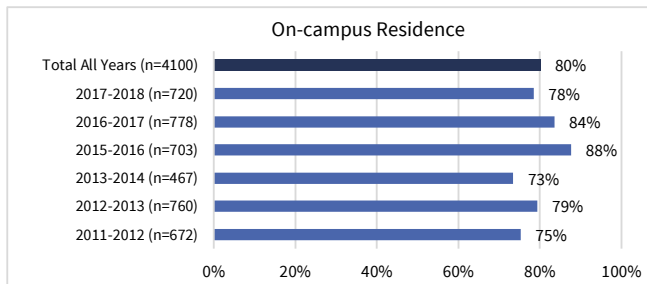


Figure 5: Percentage of respondents who have consumed alcohol in the past two weeks and did so most frequently in an on-campus residence

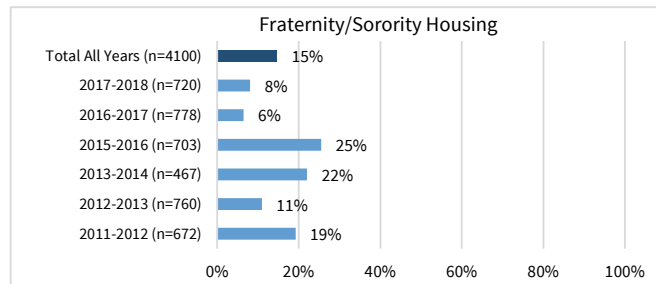


Figure 6: Percentage of respondents who have consumed alcohol in the past two weeks and did so most frequently in fraternity or sorority housing

Figures 5 to 9 show the percentage of responses for each location among respondents who indicated drinking in the previous two weeks, rather than total responses for each year. Locations where the percentage of *Total All Years* was 1% or below are not shown, including: “Bar/Nightclub,” “Restaurant,” “In a car,” “My own home,” and “None of these.” Data from 2011-12 to 2013-14 does not contain responses for “My own home” or “None of these.”

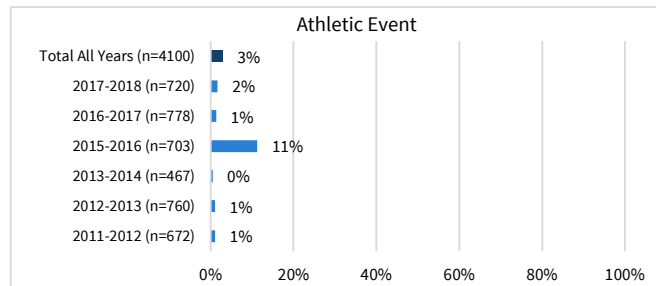


Figure 7: Percentage of respondents who have consumed alcohol in the past two weeks and did so most frequently at an athletic event

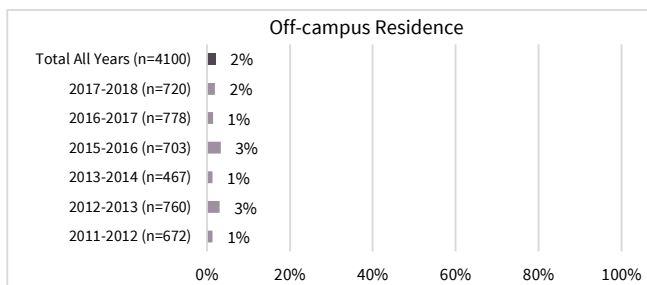


Figure 8: Percentage of respondents who have consumed alcohol in the past two weeks and did so most frequently in an off-campus residence

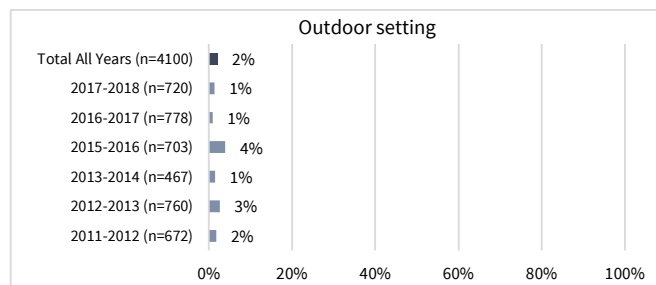


Figure 9: Percentage of respondents who have consumed alcohol in the past two weeks and did so most frequently in an outdoor setting

3 STUDENT PERSPECTIVES ON CONSUMPTION

STUDENT PERSPECTIVE ON CURRENT DRINKING SITUATION

The survey asked to those who had indicated drinking in the past year about their perspectives on their current situation: “Please mark which of the following best matches your current situation.” Each year, approximately one third of students do not respond to this question. Of those who do, about two thirds “see no need to change the way [they] drink alcohol.”

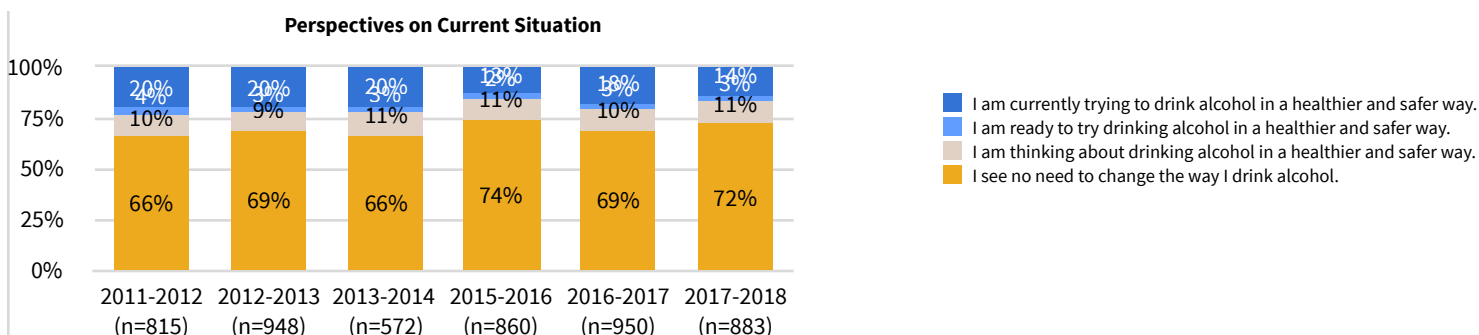


Figure 10: Current Drinking Situation, Based on AlcoholEdu Data

REASONS FOR DRINKING AND NOT DRINKING

The survey asked about the importance of a range of reasons for drinking to respondents who had indicated drinking in the past year, as well as to all respondents about the importance of a range of reasons for not drinking.³ Of those who responded to these questions, more than two thirds consistently rated “To have a good time with your friends” and “To celebrate” as being “very important,” “important,” or “somewhat important” as reasons for drinking. Relieving stress, feeling more attractive, and feeling comfortable to pursue opportunities for sex were among least important reasons for drinking.

<i>How important to you is each of the following reasons for drinking alcoholic beverages?</i>	2011-2012 (n=813)	2012-2013 (n=930)	2013-2014 (n=563)	2015-2016 (n=855)	2016-2017 (n=948)	2017-2018 (n=883)
To have a good time with your friends	72%	72%	70%	71%	72%	71%
To celebrate	65%	63%	64%	60%	63%	65%
Feel connected with the people around you	41%	40%	42%	39%	44%	44%
To get drunk	38%	34%	33%	41%	41%	40%
Feel happy	43%	39%	39%	31%	34%	36%
Feel more confident or sure of yourself	40%	37%	38%	29%	35%	34%
To experiment	30%	31%	26%	27%	26%	31%
To decrease inhibitions	33%	34%	33%	31%	31%	29%
Because you like the taste	23%	22%	19%	20%	23%	28%
To relieve stress	N/A	N/A	N/A	19%	23%	22%
Feel more attractive	23%	19%	21%	15%	20%	19%
Feel comfortable pursuing an opportunity to have sex	13%	10%	11%	12%	15%	14%

³ Percentages represent responses of 5-7 on a 7-point Likert scale (1=Very Unimportant, 2=Unimportant, 3=Somewhat Unimportant, 4=Neutral, 5=Somewhat Important, 6=Important, 7=Very Important). Results are sorted by frequency of 5-7 responses in 2017-2018.

Table 4: Importance of Reasons for Drinking, Based on AlcoholEdu Data

Of those who responded to the question, “When you choose not to drink alcohol, how important are the following reasons?”, about 70% of students rated “I have other things to do” as being “very important,” “important,” or “somewhat important” in almost every year of the surveys. Problems with alcohol in the past, religious beliefs, and medical conditions were consistently rated the least important reasons.

<i>When you choose not to drink alcohol, how important are the following reasons?</i>	2011-2012 (n=1280)	2012-2013 (n=1396)	2013-2014 (n=786)	2015-2016 (n=1270)	2016-2017 (n=1356)	2017-2018 (n=1293)
I have other things to do	70%	68%	71%	70%	70%	70%
I'm going to drive	66%	63%	64%	67%	66%	65%
I don't want to lose control	62%	55%	55%	59%	61%	63%
I don't have to drink to have a good time	67%	67%	62%	60%	61%	60%
I don't want to spend the money	48%	46%	44%	49%	51%	53%
I am worried about the negative effects on my health	50%	47%	47%	48%	48%	53%
Drinking interferes with my school work	56%	50%	52%	42%	42%	45%
I don't like the taste	44%	42%	40%	40%	41%	42%
I'm not old enough to drink legally	32%	29%	25%	28%	31%	34%
I don't want the image of a "drinker"	40%	37%	32%	31%	31%	33%
Alcohol is fattening	28%	26%	28%	28%	32%	32%
People I care about would disapprove	41%	38%	33%	27%	29%	31%
I am worried about being caught by authorities	37%	29%	26%	25%	26%	31%
Drinking is against my personal values	38%	34%	30%	29%	28%	30%
I don't like being around others who are drinking	31%	26%	20%	24%	26%	27%
My friends don't drink	30%	28%	25%	22%	25%	24%
Drinking interferes with my athletic activities	27%	25%	21%	20%	21%	20%
People in my family have had alcohol problems	19%	17%	15%	15%	17%	18%
I don't like the way I act when drinking	22%	17%	16%	15%	16%	17%
I want to fit in with a group I like	20%	20%	17%	16%	15%	16%
I've decided to cut down	16%	15%	14%	13%	15%	13%
Drinking conflicts with my religious beliefs	11%	10%	8%	9%	8%	9%
I am not able to drink due to a medical condition	9%	6%	7%	8%	7%	7%
I've had problems with alcohol use in the past	7%	3%	3%	3%	3%	4%

Table 5: Importance of Reasons for Not Drinking, Based on AlcoholEdu Data

4 HIGH-RISK AND RISK-REDUCING BEHAVIORS

HIGH-RISK DRINKING BEHAVIORS

(Asked of first-year students who had indicated drinking in the last 2 weeks. This data does not reflect the drinking behavior of all first-year students).

The survey asked, “When you drink, to what degree do you do the following?” to those who had indicated drinking in the last two weeks. Students who chose to respond indicate that some high-risk behaviors have become more frequent than others. “Pregaming”^{*} and “Choosing a drink with more alcohol” have increased by more than 10 percentage points since 2011-2012. “Chugging alcohol” has increased more slowly, while “Doing shots” exhibits more fluctuation across years. Figures 11 through 15 show visualizations of changes in proportion over time. ⁴

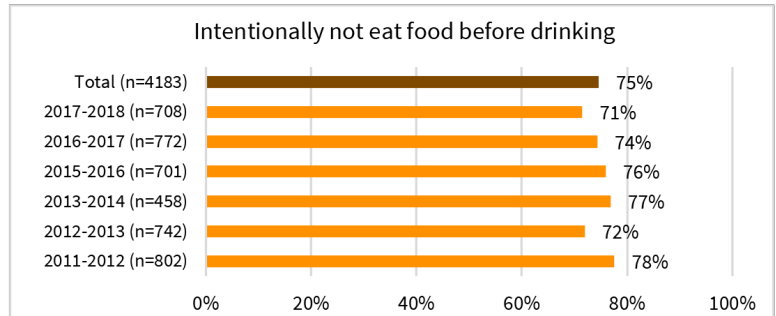


Figure 11: Percentage of respondents who have consumed alcohol in the past two weeks and engaged in “Intentionally not [eating] food before drinking”

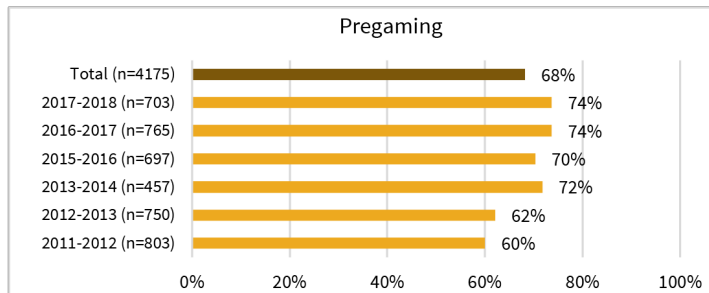


Figure 12: Percentage of respondents who have consumed alcohol in the past two weeks and engaged in “Pregaming”

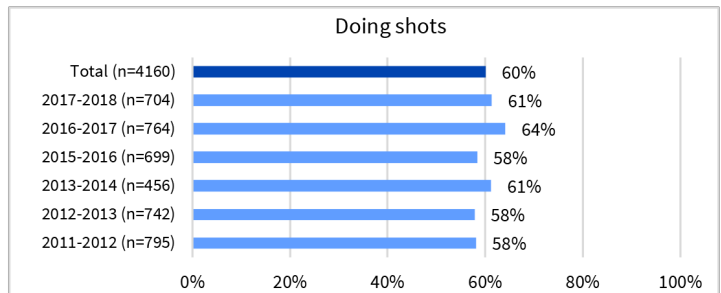


Figure 13: Percentage of respondents who have consumed alcohol in the past two weeks and engaged in “Doing shots”

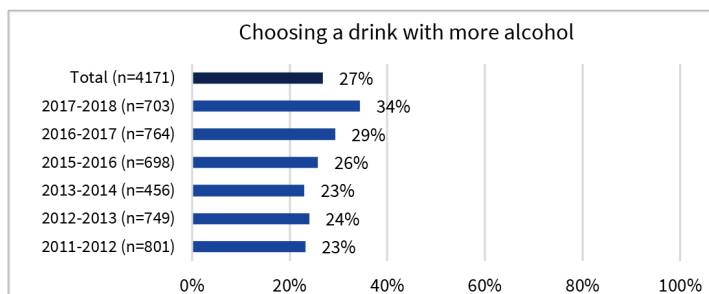


Figure 14: Percentage of respondents who have consumed alcohol in the past two weeks and engaged in “Choosing a drink with more alcohol”

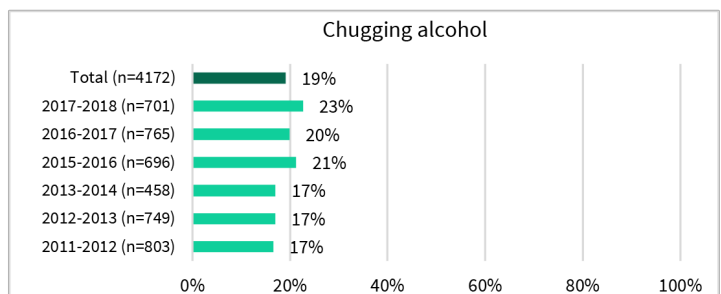


Figure 15: Percentage of respondents who have consumed alcohol in the past two weeks and engaged in “Chugging alcohol”

^{*} “Pregaming” refers to drinking or getting drunk prior to going out socializing.

⁴ Percentages represent responses of 5-7 on 7-point Likert scale (1=Never, 2=Infrequently, 3=Somewhat Infrequently, 4=Neutral, 5=Somewhat Frequently, 6=Frequently, 7=Always).

RISK-REDUCING BEHAVIORS

(Asked of first-year students who had indicated drinking in the last two weeks. This data does not reflect the drinking behavior of all first-year students).

In addition to high-risk drinking behaviors, the survey posed a number of risk-reducing behaviors to those who had indicated drinking in the last two weeks and asked “When you drink, to what degree do you do the following?”⁵

When you drink, to what degree do you do the following?	2011-2012 2 (n=809)	2012-2013 3 (n=751)	2013-2014 4 (n=463)	2015-2016 6 (n=702)	2016-2017 7 (n=773)	2017-2018 8 (n=708)
Make plans to avoid driving after drinking?	85%	85%	88%	90%	90%	88%
Eat food before or while drinking?	78%	76%	80%	75%	82%	85%
Know where your drink has been at all times?	78%	73%	75%	74%	76%	73%
Make your own drinks to control the amount of alcohol you have?	61%	59%	61%	66%	71%	71%
Keep track of how many drinks you've had?	71%	67%	72%	66%	71%	69%
Prevent a friend from driving under the influence of alcohol?	74%	72%	75%	71%	72%	66%
Not accept drinks from a shared source (e.g., punch bowl)?	58%	56%	59%	67%	67%	63%
Use a designated driver?	71%	67%	65%	65%	66%	61%
Avoid trying to "keep up" or "out drink" others?	62%	56%	63%	59%	56%	56%
Have a friend let you know when you've had enough to drink?	56%	52%	55%	53%	58%	55%
Set a limit on how many drinks you'll have?	52%	50%	53%	51%	53%	52%
Alternate non-alcoholic beverages with alcoholic drinks?	38%	34%	36%	43%	43%	50%
Limit the amount of money you bring to spend on alcohol?	52%	43%	43%	45%	46%	44%
Choose a drink containing less alcohol?	35%	28%	34%	28%	29%	34%
Don't drink so you can serve as a designated driver?	39%	31%	30%	33%	33%	31%
Stop drinking at a predetermined time?	37%	29%	33%	30%	30%	30%
Hold a drink so people stop bothering you about drinking?	36%	30%	27%	25%	23%	25%
Avoid drinking games?	33%	25%	24%	24%	26%	22%
Pace your drinks to one or fewer per hour?	22%	16%	19%	17%	18%	21%
Monitor your BAC (Blood Alcohol Concentration) to reduce drinking-related problems?	24%	18%	23%	19%	19%	20%
Put extra ice in your drink?	21%	14%	12%	11%	12%	15%

Table 6: Percentage of respondents who undertake risk-reducing behavior, based on AlcoholEdu Data

⁵ Percentages represent responses of 5-7 on 7-point Likert scale (1=Never, 2=Infrequently, 3=Somewhat Infrequently, 4=Neutral, 5=Somewhat Frequently, 6=Frequently, 7=Always).

5 CONSEQUENCES OF CONSUMPTION

NEGATIVE CONSEQUENCES

(Asked of first-year students who had indicated drinking in the last 2 weeks. This data does not reflect the drinking behavior of all first-year students).

Respondents who indicated drinking in the last two weeks were shown a variety of negative consequences and asked about the frequency with which they experienced those consequences. The question asked was, “During the **past two weeks**, to what degree did the following happen to you when drinking or as a result of your drinking? Don't count things that have happened to you but were not because of drinking.”⁶

[...] to what degree did the following happen to you when drinking or as a result of your drinking?	2011-2012 (n=670)	2012-2013 (n=517)	2013-2014 (n=321)	2015-2016 (n=700)	2016-2017 (n=775)	2017-2018 (n=711)
Got a hangover	37%	55%	55%	34%	40%	38%
Felt sick to your stomach	33%	47%	46%	29%	37%	36%
Embarrassed yourself	36%	46%	38%	31%	38%	34%
Did something you regretted	39%	47%	47%	27%	33%	30%
Forgot where you were or what you did	32%	40%	38%	25%	28%	29%
Performed poorly on an assignment/test or got behind in school work	14%	14%	17%	13%	13%	14%
Was argumentative	18%	19%	19%	10%	12%	12%
Injured yourself	12%	16%	15%	8%	11%	11%
Strained a relationship with a friend	16%	22%	15%	9%	13%	10%
Passed out	12%	15%	12%	8%	8%	9%
Been taken advantage of sexually	12%	14%	14%	6%	10%	9%
Missed a class	12%	15%	13%	7%	7%	7%
Got into trouble with the authorities	5%	7%	6%	3%	3%	5%
Missed going to work	5%	7%	5%	2%	4%	4%
Damaged property	6%	9%	6%	5%	5%	4%
Rode with a driver who had been drinking	4%	6%	4%	2%	3%	3%
Deliberately vomited to continue drinking	3%	6%	4%	2%	3%	3%
Taken advantage of someone sexually	6%	10%	5%	2%	3%	3%
Got involved in a physical fight or injured another person	5%	7%	4%	2%	3%	3%
Drove after drinking 5 or more drinks	4%	6%	3%	1%	1%	2%

Table 7: Percentage of respondents who have experienced listed negative consequences, based on AlcoholEdu Data

⁶ Percentages represent responses of 5-7 on 7-point Likert scale (1=Never, 2=Infrequently, 3=Somewhat Infrequently, 4=Neutral, 5=Somewhat Frequently, 6=Frequently, 7=Always).

In addition to above negative consequences, the survey also asked, “During the past two weeks, to what degree did the following happen to you when drinking or in conjunction with a drinking occasion?” Reports of being taken advantage of sexually, as well as taking advantage of someone sexually, in conjunction with alcohol have decreased since higher levels in 2011-2012 to 2013-2014. Following a dip in 2015-2016, rates for both have increased again, but not to pre-2015 levels.⁷

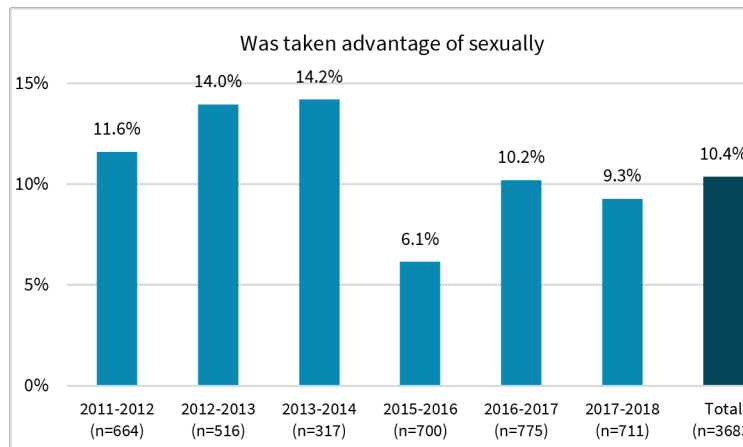


Figure 16: Percentage of respondents who have consumed alcohol in the past two weeks and had “Been taken advantage of sexually”

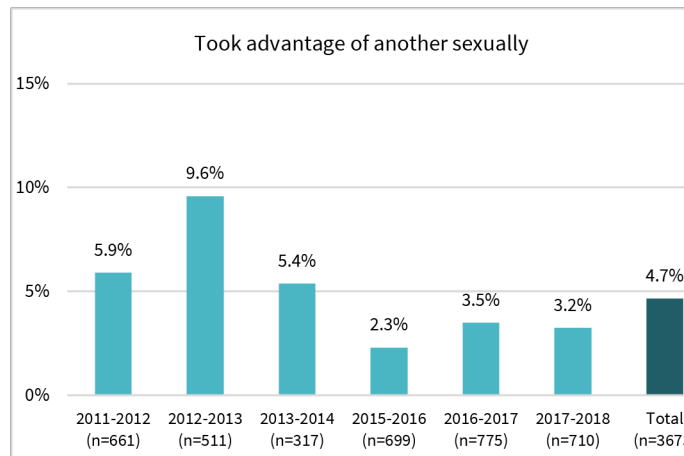


Figure 17: Percentage of respondents who have consumed alcohol in the past two weeks and “Taken advantage of someone sexually”

6 FUTURE DRINKING BEHAVIOR

FUTURE RISK-REDUCING BEHAVIORS

In 2015 to 2018, all students were asked the frequency with which they anticipated undertaking risk-reducing behaviors: “During the next 30 days to what degree do you plan to...”⁷

	2015-2016 (n=700)	2016-2017 (n=767)	2017-2018 (n=708)
Set a limit on how many drinks you'll have?	50%	55%	55%
Alternate non-alcoholic beverages with alcoholic drinks?	47%	54%	55%
Pace your drinks to one or fewer per hour?	24%	26%	30%
Reduce the number of times you drink per week?	18%	20%	25%
Reduce the number of drinks you have each time you drink?	18%	22%	25%

Table 8: Percentage of respondents who anticipate undertaking risk-reducing behavior, based on AlcoholEdu Data

⁷ Percentages represent responses of 5-7 on 7-point Likert scale (1=Never, 2=Infrequently, 3=Somewhat Infrequently, 4=Neutral, 5=Somewhat Frequently, 6=Frequently, 7=Always).