



21st Birthday

January 2001

Purpose

This web survey was directed at those who turned 21 last Fall who were sent a birthday card from University Health Services sharing information about alcohol.

Implications/Highlights

Most students (82%) said their 21st birthday celebration involved alcohol. Slightly less than half (47%) said they consumed more than usual at this celebration. Those with higher grades were less likely to 'get drunk.'

Participation Rate

Of the initial 1672 email notices initiated, 770 opened the web survey. Fewer minority students and more students with grades equal to or higher than 3.30 responded. There was a slightly higher percentage of females in the survey group than there was in the initial sample.

Of the 770 who connected to the web instrument, 636 proceeded to answer the survey questions.

Findings

Most students celebrated their 21st birthday with friends, roommates and significant others.

Celebrated 21st Birthday with:

43%	friends	16%	significant other
22%	roommates	16%	family
3%	other		

Slightly more than a third (39%) said they visited 'bars.'

How Celebrated 21st Birthday

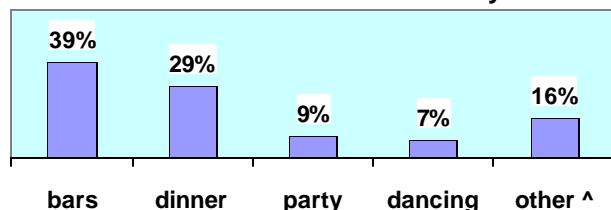


Figure 1. Most students celebrated their 21st birthday with friends, roommates and significant others.

^ Others studied, didn't do anything special, or didn't remember.

Those who 'went to the bars' averaged 2.01 bars for the evening.

*Statistically significant at the .05 level

A majority (82%) of respondents said their 21st birthday celebration included alcohol.

Most 21st Celebrations Involved Alcohol

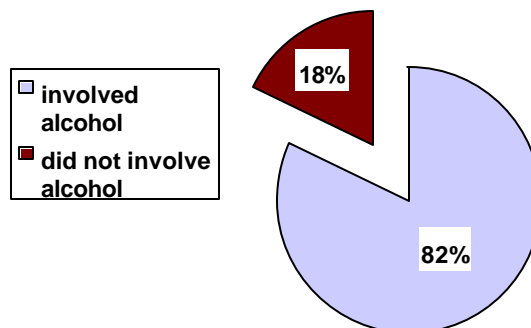


Figure 2. Alcohol was involved in a majority of 21st birthday celebrations

More of the women (85%) than of the men (79%) and more non-minority respondents (84%) than minority respondents (74%) said their celebrations involved alcohol. *

Slightly less than half (47%) said they consumed more alcohol than usual on that occasion, 40% said they consumed the same as usual and 12% said they consumed less than usual.

Amount of Alcohol Consumed

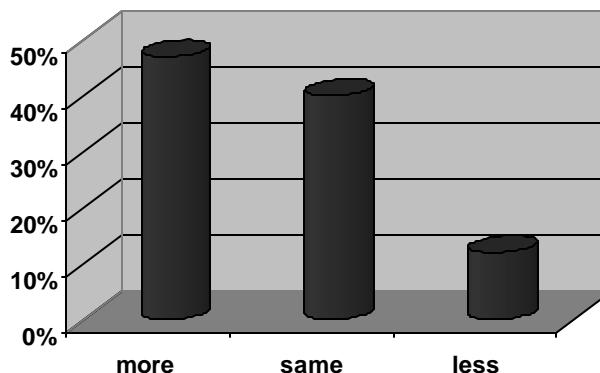


Figure 3. Slightly less than half said they consumed more alcohol than usual at their 21st birthday celebration

For further information, please contact Dr. Betty Moore at the Student Affairs Research and Assessment Office.

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Student Affairs

Of the 523 students who said their 21st celebration involved alcohol, 160 had beer or mixed drinks and the rest consumed an average of 7.03 'shots' during the evening.

Number of 'Shots' Consumed			
32%	1-4 shots	6%	13-16
16%	5-8 shots	6%	17-20
9%	9-12 shots	3%	21 plus

Men consumed on average more 'shots' than women. *

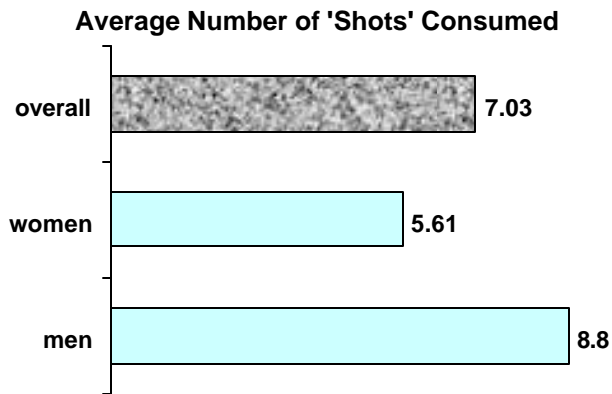


Figure 4. Men consumed an average of 8.80 'shots' and women consumed 5.61 'shots'

Students whose 21st birthday celebration involved alcohol spent an average of 3.45 hours drinking. Those with higher grades spent less time drinking.

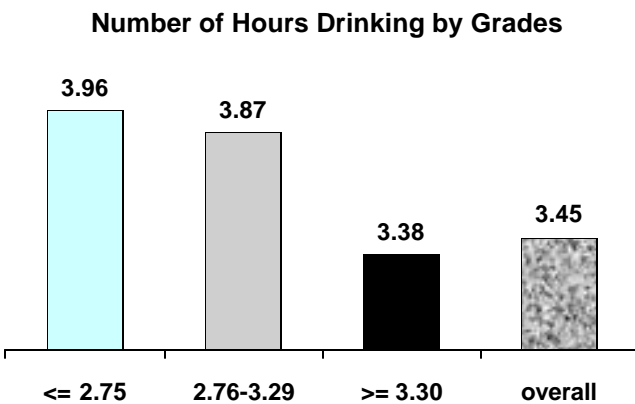


Figure 5. Those with higher grades spent fewer hours on average 'drinking'

Nearly two-thirds (64%) of respondents said they got 'drunk' at their 21st birthday celebration. There was a difference by grades. *

Got 'Drunk' on 21st Birthday

Grades	yes
<= 2.75	68%
2.76-3.29	72%
>= 3.30	60%

Almost all (95%) of those who said they 'got drunk' had a designated friend or driver assist them.

A number of respondents reported that they had not received the 21st Birthday Card sent out by University Health Services before their birthday. Eventually, almost all (89%) did receive this card. Half (51%) discussed the card with family or friends. A few students (15%) said they had learned new information about alcohol poisoning included in the card. A fifth (21%) saved the alcohol poisoning information insert.

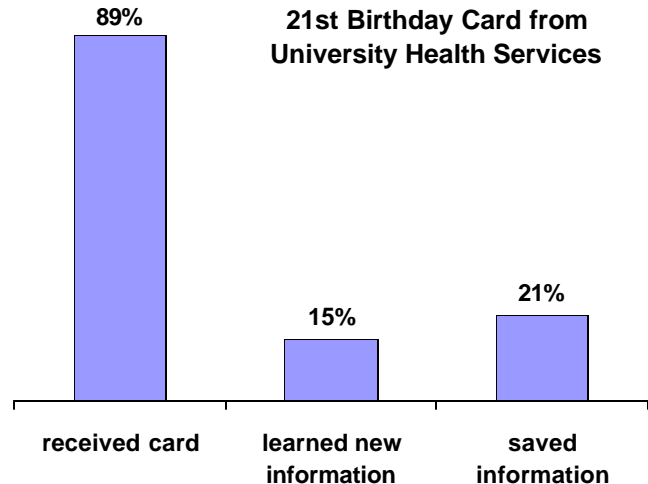


Figure 6. Most students received the 21st Birthday Card distributed by University Health Services

Students responded positively to receiving these cards.

Response to 21st Birthday Card

found card to be:	Percentage
interesting	37%
nice	51%
annoying	9%
other	4%

Half (51%) discussed the card with their friends or family. Three-fourths (79%) thought these cards should continue to be sent out before students' 21st birthday.

Continue to Send Cards

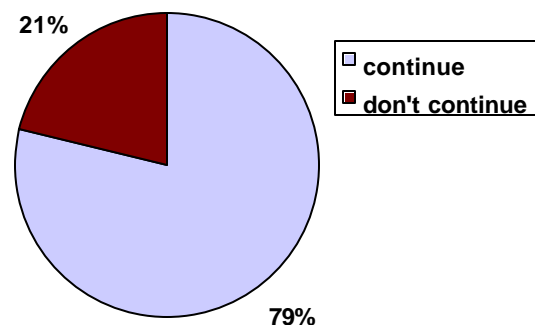


Figure 7. Three-fourths of the respondents thought University Health Services should continue to send out these 21st Birthday Cards

*Statistically significant at the .05 level.