



**Testing the Social Norms Model to Reduce  
High Risk College Drinking  
1999 – 2002  
Final Report**

**Supplemental Survey**

Prepared by the Alcohol and Drug Abuse Division,  
Colorado Department of Human Services, BACCHUS & GAMMA  
Peer Education Network, and The University of Denver  
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## SUPPLEMENTAL SURVEY

1. Are you aware of the URDU Campaign at the University of Denver that provides information on rates of alcohol use by DU students? (Please circle your answer.)

1. Yes    2. No

2. At any time while at the University of Denver during the past 6 months have you seen any materials (posters, hats, banners, pens) that contain statistics specifically related to student alcohol use at DU? (Please circle your answer.)

1. Yes    2. No

3. How often would you say that you have seen any of these above-mentioned materials? (Please circle your answer.)

- 1. Daily
- 2. 3-4 times per week
- 3. 1-2 times per week
- 4. 4-6 times per month
- 5. 1-3 times per month
- 6. Less than once a month
- 7. Have not seen any materials

4. Where have you seen any of the materials reporting the statistics on alcohol use at DU? (Circle all that apply.)

- 1. Residence Halls
- 2. Fraternities/Sororities
- 3. Classrooms
- 4. Classroom and Administrative Buildings (such as Mary Reed, Driscoll, DCB, Sturm)
- 5. Faculty/Staff Offices
- 6. Wellness Center
- 7. Other (Specify) \_\_\_\_\_
- 8. Have not seen materials

5. How accurately do you think the following statement reflects the undergraduate student population at the University of Denver? (The figures below have been reported over the past several months as part of the URDU Campaign. Please circle your answer.)

**Most DU students drink 5 or fewer when they party.**

- 1. Not Accurate at All
- 2. Tend not to be Accurate
- 3. Somewhat Accurate
- 4. Very Accurate

6. What, if any, are your general thoughts about the statistics you have seen regarding alcohol use at the University of Denver?

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7. Has any of this information changed your perception of student alcohol use at the University of Denver?

1. Yes 2. No

8. Has this information affected any of your own decisions regarding your personal use of alcohol?

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1. Yes 2. No
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9. How often, if at all, have you and your friends at the University of Denver discussed anything, good or bad, related to the reported statistics on student alcohol use or the URDU Campaign? (Please circle your answer)

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1. Very Often  
2. Often  
3. Not Very Often  
4. Never

10. Overall, how favorable or unfavorable are you towards the URDU Campaign at the University of Denver? (Please circle your answer.)

1. Very Favorable  
2. Favorable  
3. Unfavorable  
4. Very Unfavorable  
5. No Opinion

11. Do you agree or disagree with the following statements? Please circle the appropriate response.

A. URDU is a public relations campaign from the University for prospective students and their parents that is designed to improve the university's image.

1. Strongly agree  
2. Agree  
3. Disagree  
4. Strongly disagree  
5. Not sure

B. The statistics used in the URDU posters (most DU students drink 5 or fewer at a party) were collected on Friday mornings in Natural Sciences classes.

1. Strongly agree  
2. Agree  
3. Disagree  
4. Strongly Disagree  
5. Not sure

C. The statistics used in the URDU posters were collected from only student leaders and overachievers.

1. Strongly agree
2. Agree
3. Disagree
4. Strongly Disagree
5. Not sure

11. Overall, what percentage of students here do you think consumed 5 or more drinks in a row on at least one occasion in the last two weeks? Give an estimated percent.

\_\_\_\_\_ %

12. How many alcoholic drinks, on average, do you think each of the following students typically consume at parties and bars? (Please circle your answer.)

<b>Yourself</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Your Friends</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Students in General</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Males</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Females</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>On Campus Students</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Off Campus Students</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Fraternity Members</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Sorority Members</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+
<b>Intercollegiate Athletes</b>	0	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15+

13. How often do you think students in each of the following categories typically consume alcohol? Just give your best answer. (Please circle your answer.)

<b>Yourself</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Your Friends</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Students in General</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Males</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Females</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>On Campus Students</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Off Campus Students</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Fraternity Members</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Sorority Members</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily
<b>Intercollegiate Athletes</b>	Never	1-2 Times/Year	6Times/Year	Once/Month	Twice/Month	Once/Week	3-5 Times/Week	Daily

14. Which statement below about drinking alcoholic beverages do you feel best represents your own attitude? (Please circle your answer)

1. Drinking is never a good thing to do.
2. Drinking is all right but a person should not get drunk
3. Occasionally getting drunk is okay as long as it does not interfere with academics or other responsibilities.
4. Occasionally getting drunk is okay even if it does interfere with academics or other responsibilities.
5. Frequently getting drunk is okay if that's what an individual wants to do.

15. Which statement below about drinking alcoholic beverages do you feel best represents the most common attitude among students in general here? (Please circle your answer)
1. Drinking is never a good thing to do.
  2. Drinking is all right but a person should not get drunk
  3. Occasionally getting drunk is okay as long as it does not interfere with academics or other responsibilities.
  4. Occasionally getting drunk is okay even if it does interfere with academics or other responsibilities.
  5. Frequently getting drunk is okay if that's what an individual wants to do.

**Thank you for your help.**