



# Nebraska Young Adult Alcohol Opinion Survey

## *Summary Report*

October 2010

Department of Health & Human Services

**DHHS**

N E B R A S K A



# Nebraska Young Adult Alcohol Opinion Survey

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### Division of Public Health Nebraska Department of Health and Human Services

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The Binge Drinking Sub-Committee of the NSAEW planned for and oversaw the administration and reporting of the Nebraska Young Adult Alcohol Opinion Survey. The binge drinking sub-committee included the following members at the inception of the project:

- Mindy Anderson-Knott, Research Triangle Institute (RTI International), Manager, Survey Statistics and Psychometrics (SSP) Core Facility, University of Nebraska-Lincoln
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- Fred Zwonechek, Administrator, Nebraska Office of Highway Safety

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# EXECUTIVE SUMMARY

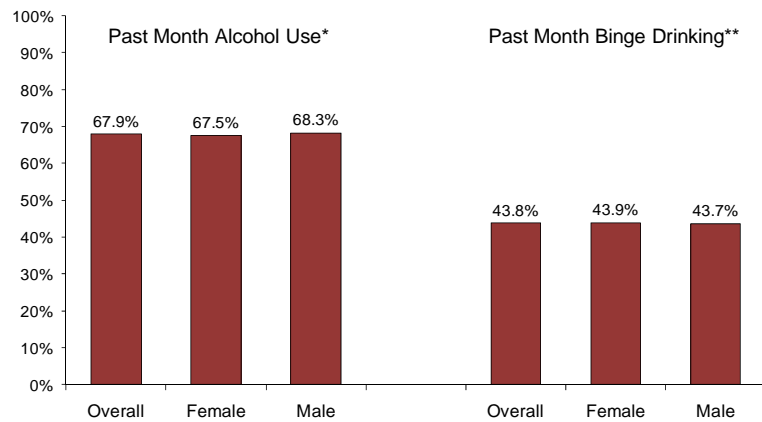
Alcohol is the most commonly used substance in Nebraska, and rates of underage drinking, binge drinking, and alcohol impaired driving continue to be higher than the rest of the United States. Alcohol misuse within Nebraska places an enormous strain on the healthcare system, the criminal justice system, and the substance abuse treatment system. While this is cause for concern among people of all ages in Nebraska, it is particularly concerning for young adults who tend to be the most likely age group 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 March 2010. A total of 3,466 young adults completed the survey, and results were weighted to represent young adults statewide.

## Alcohol Use among 19-25 year olds in Nebraska

- Approximately two-thirds (67.9%) of 19-25 year old young adults in Nebraska, an estimated 116,000 persons, reported drinking alcohol within the past month while more than 2 in every 5 (43.8%), an estimated 75,000 persons, reported binge drinking within the past month (Figure 1). Within this report, binge drinking is defined as having five or more drinks for men/four or more drinks for women within a couple of hours.
- Among past month alcohol users, nearly two-thirds (64.8%) reported binge drinking during the past month, indicating that the majority of 19-25 year old drinkers in Nebraska binge drink.
- Females and males were equally likely to drink alcohol (Figure 1), 21-25 years olds were about twice as likely as 19-20 year olds to drink and binge drink, those living within urban areas of Nebraska were more likely than those living in rural areas to drink and binge drink, and young adults 19-22 years old enrolled in school full time were more likely than their non-full-time student peers to consume alcohol and binge drink.

Figure 1: 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

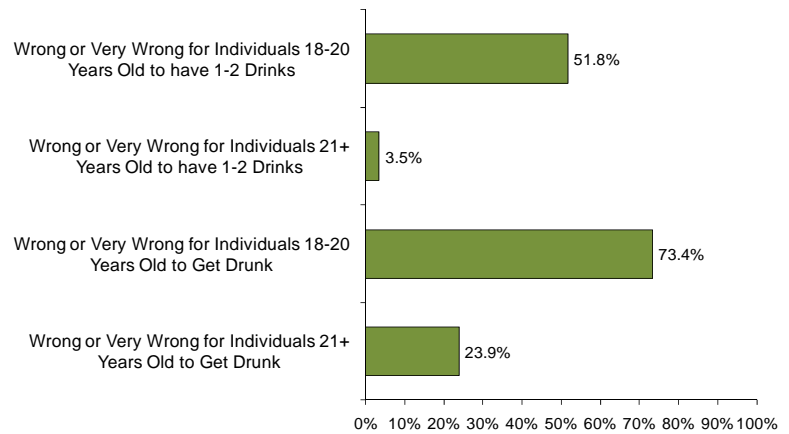
## Alcohol Impaired Driving among 19-25 year olds in Nebraska

- About 3 in every 10 (30.3%) 19-25 year old young adults in Nebraska, an estimated 52,000 persons, reported that they drove a vehicle under the influence of alcohol during the past year.
- Approximately 1 in every 12 (8.4%) 19-25 year old young adults in Nebraska, an estimated 14,000 persons, reported that they drove shortly after binge drinking during the past month.
- Overall, about 1 in every 5 (18.4%) past month binge drinkers reported driving after binge drinking during the past month. This percentage was 1.7 times higher for males compared to females, and, as binge drinking frequency increased, past month driving after binge drinking increased sharply.

## Attitudes and Perceptions Related to Alcohol among 19-25 year olds in Nebraska

- Nearly all (96.4%) perceived some risk from binge drinking once or twice a week though only one-third (32.1%) saw great risk from this behavior.
- Both moderate alcohol use (having one or two drinks) and getting drunk were seen as much more wrong for persons just under the legal drinking age (18-20 year olds) compared to those at or above the legal drinking age (21 and older) (Figure 2). These results suggest that, among young adults, underage drinking is seen as far less acceptable than legal age drinking; however, half (48.2%) still condoned drinking among 18-20 years olds (by indicating that it is only a little wrong or not at all wrong for 18-20 year olds to have one or two drinks).

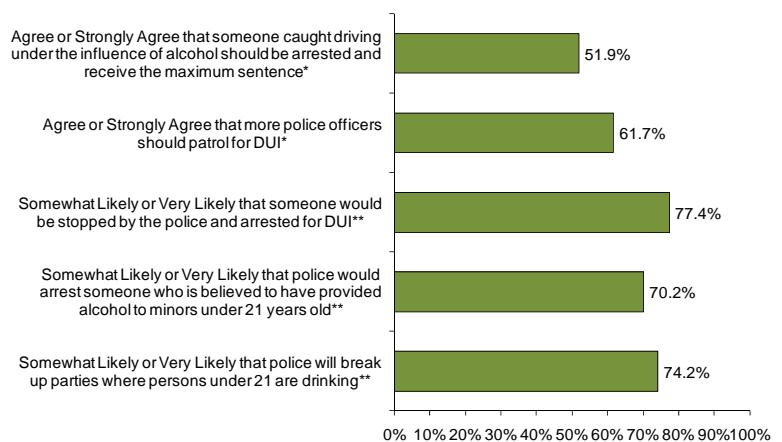
**Figure 2: Social Norms Related to Underage and Legal Age Drinking Behaviors\* among 19-25 year olds in Nebraska**



\*Percentage reporting how wrong they think different drinking behaviors are based the following scale: Very Wrong, Wrong, A Little Wrong, Not at all Wrong.

- The vast majority (80.3%) reported that it is wrong or very wrong for someone 21 and older to provide alcohol to minors under 21 years old.
- Young adults were very supportive of responsible beverage service training, though most felt that it was not occurring in their community. Nearly all (92.4%) agreed or strongly agreed that bartenders and wait staff should be taught how to serve alcohol responsibly. However, most reported that it is somewhat likely or very likely that a drunken adult (21 or older) would be served an alcoholic drink if they asked for one in a local bar or restaurant (88.6%) and would be sold an alcoholic beverage if they tried to buy one in a local convenience store (84.2%).
- Among those who bought or tried to buy alcohol during the 30 days preceding the survey and did not believe the person selling them the alcohol personally knew if they were old enough to buy, approximately 1 in every 6 (15.4%) reported that their ID was not checked at their last purchase attempt. Even though the majority of respondents reporting attempted or actual alcohol purchases were of legal age to purchase alcohol, failure to check an ID opens the door to underage sales and penalties to the retailer and individual seller.
- Young adults indicated that they are generally supportive of alcohol enforcement and, for the most part felt that it was occurring in their community (Figure 3).

**Figure 3: Attitudes and Perceptions related to Alcohol Enforcement among 19-25 year olds in Nebraska**



\*Based on a five-point Likert scale ranging from Strongly Agree to Strongly Disagree

\*\*Based on the following scale: Very Likely, Somewhat Likely, Not Very Likely, Not at all Likely

# INTRODUCTION

Between December 2009 and March 2010, the Nebraska Young Adult Alcohol Opinion Survey 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, and student status.

This section of the 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 Nebraska Young Adult Alcohol Opinion Survey.

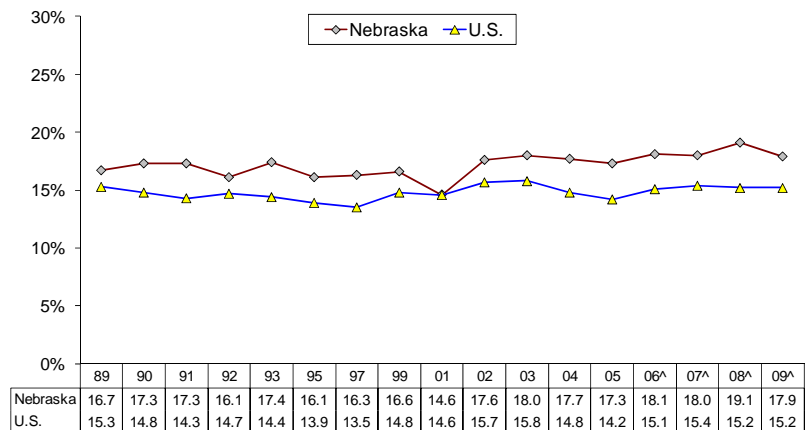
## Background on Alcohol Use among Young Adults

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 healthcare, 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 concerning for young adults who tend to be the most likely age group 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 level 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, binge drinking among Nebraska adults 18 and older has remained relatively stable over the past 20 years and consistently higher than national estimates (Figure 4).<sup>6</sup>

Figure 4: Binge Drinking among Adults\*, Nebraska and U.S., 1989-2009



\*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, eight chose to address priority B, and nine 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.

## **The Young Adult Alcohol Opinion Survey**

The binge drinking sub-committee of the Nebraska Substance Abuse Epidemiology Workgroup planned for and oversaw the administration of the Nebraska Young Adult Alcohol Opinion Survey. The binge drinking sub-committee included representatives from the following organizations (see the Acknowledgements section of this report for further information):

- College of Public Health, University of Nebraska Medical Center
- Division of Public Health, Nebraska Department of Health and Human Services
- The Nebraska Prevention Center for Alcohol and Drug Abuse, University of Nebraska-Lincoln
- Nebraska Office of Highway Safety
- Research Triangle Institute (RTI International)

The Nebraska Young Adult Alcohol Opinion Survey was administered via mail between the months of December 2009 and March 2010 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 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 resulting in a response rate of 43% after removing the known ineligible respondents and undeliverable surveys. *See the Methodology section of this report for further details on the methods used to collect, analyze, and report the data.*

# FINDINGS

## ALCOHOL USE

### Lifetime Alcohol Use

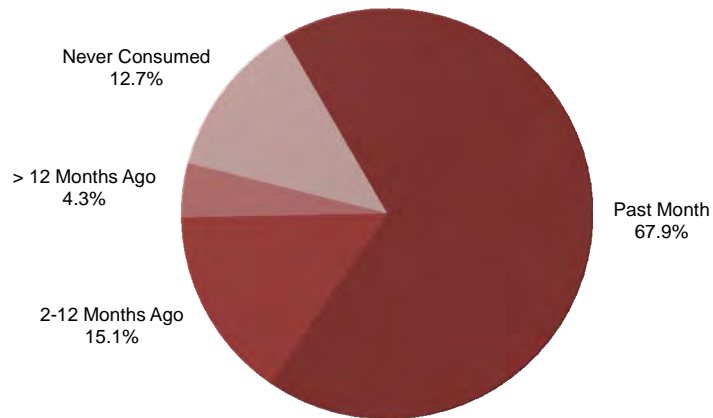
- The vast majority of 19-25 year old young adults in Nebraska, roughly 9 in every 10 (87.3%), reported drinking alcohol (more than a few sips) during their lifetime (Figure 5).

### Past Month Alcohol Use

For this study, *past month alcohol use* is defined as having at least one alcoholic beverage during the 30 days preceding the survey.

- Approximately two-thirds (67.9%) of 19-25 year old young adults in Nebraska, an estimated 116,000 persons, reported drinking alcohol within the past month (Figures 5 and 6).

Figure 5: Length Since Last Alcohol Use\* among 19-25 year olds in Nebraska



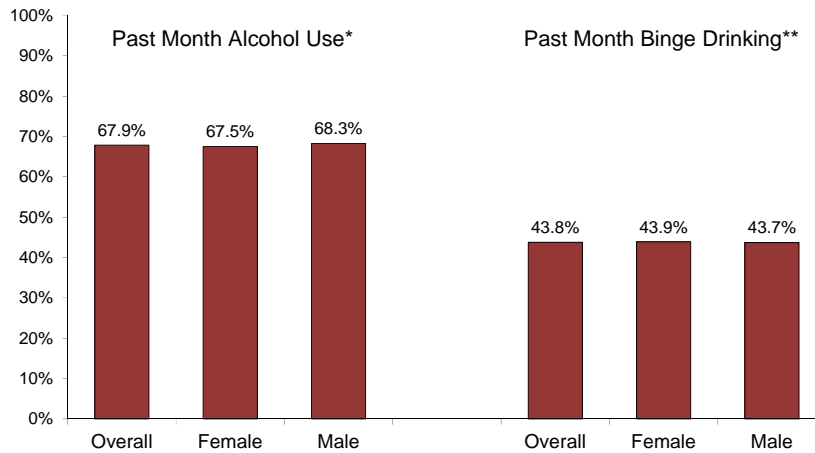
\*Length since consuming their last alcoholic beverage (including beer, wine, wine coolers, malt beverages, and liquor).

### Past Month Binge Drinking

According to the National Institute on Alcohol Abuse and Alcoholism (NIAAA), binge drinking is defined as, "A 'binge' is a pattern of drinking alcohol that brings blood alcohol concentration (BAC) to 0.08 gram percent or above. For the typical adult, this pattern corresponds to consuming 5 or more drinks (male), or 4 or more drinks (female), in about 2 hours."<sup>7</sup> To align with the NIAA definition, past month binge drinking is defined as 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.

- Approximately 2 in every 5 (43.8%) 19-25 year old young adults in Nebraska, an estimated 75,000 persons, reported binge drinking within the past month. Among past month alcohol users, nearly two-thirds (64.8%) also reported past month binge drinking, indicating that the majority of 19-25 year old drinkers in Nebraska binge drink.
- The majority of young adult binge drinkers in Nebraska report doing so multiple times per month and many far exceeded the minimum standards for binge drinking.
  - Among past month binge drinkers, almost three-quarters (72.4%) reported binge drinking two or more days in the past month. The average past month binge drinker reported binge drinking on 4.2 days in the past month (median of three days).
  - Among past month binge drinkers, about 2 in every 5 (41.5%) reported drinking at least double the minimum standards of the NIAAA binge drinking definition on at least one occasion in the past month, reflecting consumption of ten or more drinks for men/eight or more drinks for women on at least one occasion in the past month.

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



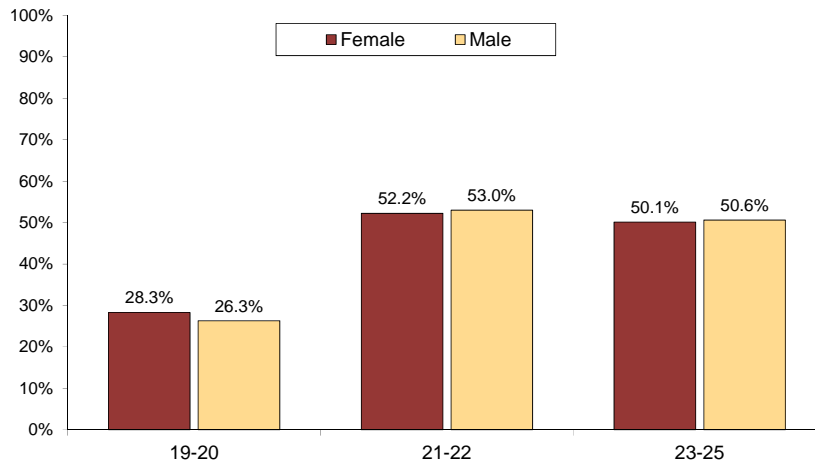
\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey  
 \*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey

## Demographic Differences in Alcohol Use

### Gender

- Virtually no gender differences in alcohol use were observed. A similar percentage of females and males reported past month alcohol use (67.5% and 68.3%, respectively) and binge drinking (43.9% and 43.7%, respectively) (Figure 6). Furthermore, the lack of gender difference in past month binge drinking was observed across different age groups (Figure 7).

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

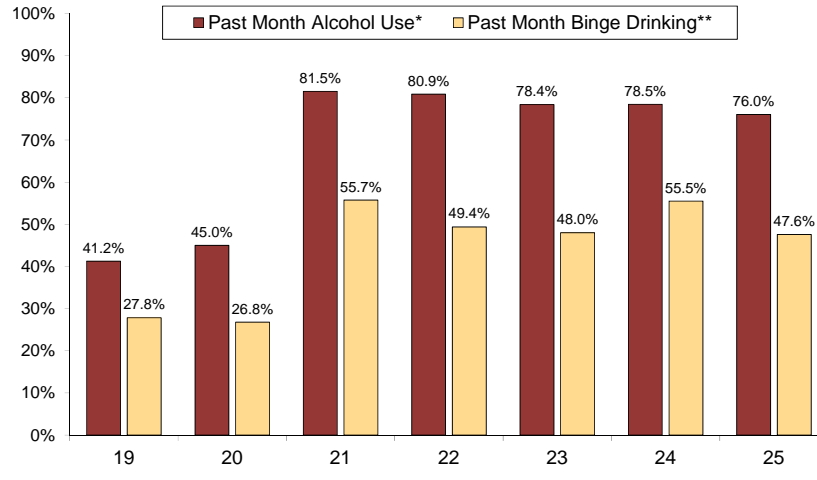


\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey

Age

- Young adults 21-25 years old were about twice as likely as 19-20 year olds to report past month alcohol use (79.1% and 43.1%, respectively) and binge drinking (51.2% and 27.3%, respectively). By individual age, 21-25 year olds reported a similar percentage for past month alcohol use and binge drinking, as did 19-20 year olds (Figure 8).

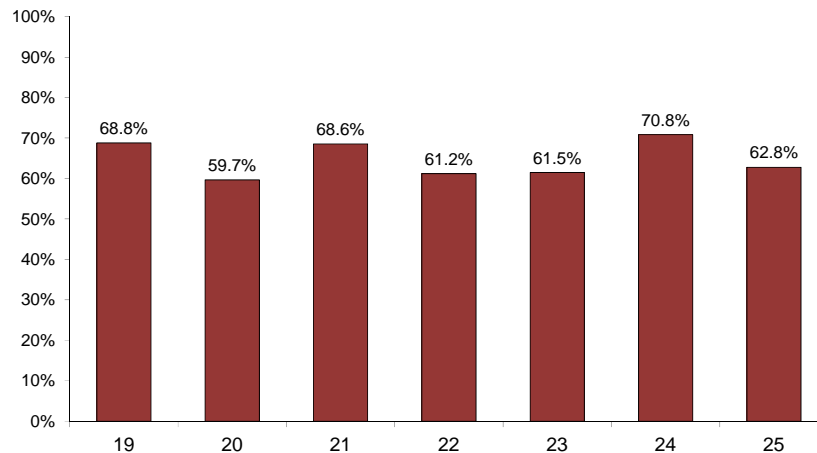
**Figure 8: Past Month Alcohol Use and Binge Drinking among 19-25 Year Olds in Nebraska by Age**



\*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

- 19-20 year olds were less likely than 21-25 year olds to report past month alcohol use; however, among those who did, the percentage reporting past month binge drinking was relatively consistent across all ages (Figure 9). Two-thirds (64.8%) of past month drinkers between 19 and 25 years of age in Nebraska reported binge drinking

**Figure 9: Percentage of Past Month Alcohol Users who Binge Drank during the Past Month\* among 19-25 Year Olds in Nebraska by Age**

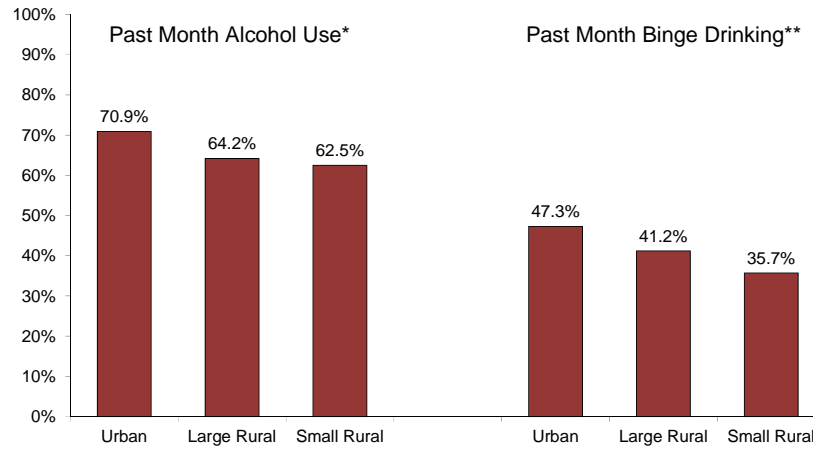


\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey, among those who reported having at least one alcoholic beverage during the 30 days preceding the survey

## Urbanicity

- Young adults living within urban areas of the state reported the highest percentage for past month alcohol use (70.9%) and past month binge drinking (47.3%). Urban areas were followed by large rural areas (64.2% and 41.2%, respectively) and small rural areas (62.5% and 35.7%, respectively) (Figure 10). There was a steady decline in past month binge drinking from urban to large rural to small rural areas of the state.

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



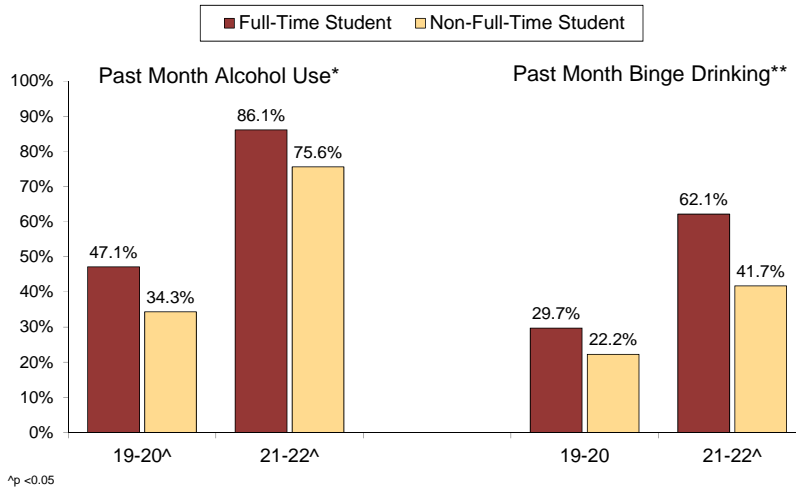
\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey

\*\*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

- Young adults aged 19-22 years enrolled in school full time were more likely than their non-full-time student peers (i.e., part-time students and persons not currently enrolled in school) to consume alcohol and binge drink. However, these findings also suggest that underage drinking and binge drinking among young adults are not isolated to college students, and are also common behaviors among non-students.
- Among both 19-20 year olds (those under the legal drinking age) and 21-22 year olds (those at or just above the legal drinking age), full-time students were more likely than non-full-time students to report past month alcohol use and past month binge drinking (although the difference for past month binge drinking was not significantly different among 19-20 year olds). The greatest difference between full-time students and non-full-time students occurred for past month binge drinking among 21-22 year olds, where full-time students were 1.5 times more likely than non-full-time students to report past month binge drinking (62.1% and 41.7%, respectively) (Figure 11).

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



<sup>^</sup>p < 0.05

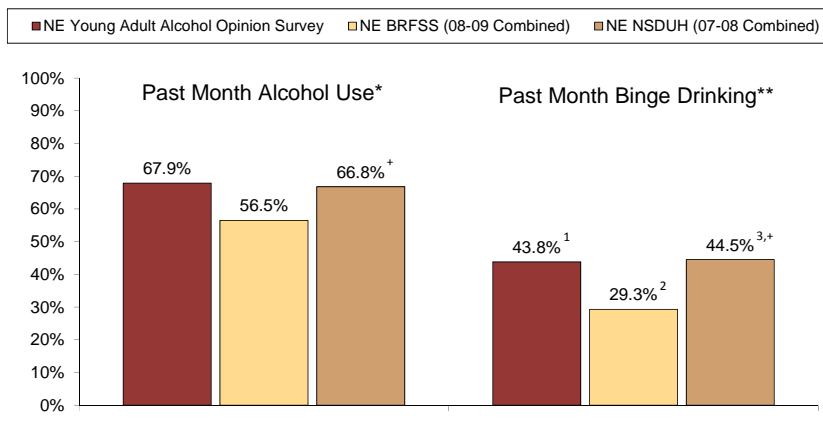
\*Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey

\*\*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

### Findings Compared to Other Surveys of Nebraska Young Adults

- Past month alcohol use and binge drinking results from the Young Adult Alcohol Opinion Survey were greater than or equal to the estimates from similar surveys of young adults in Nebraska (Figure 12). Findings from this survey were similar to those from the National Survey on Drug Use and Health (NSDUH), an annual face-to-face survey of persons 12 and older in Nebraska, and higher than those from the Nebraska Behavioral Risk Factor Surveillance System (BRFSS) survey, an annual telephone survey of persons 18 and older in Nebraska.<sup>5,6</sup> The results from this survey further validate the prevalence of high-risk drinking among young adults in Nebraska.

**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

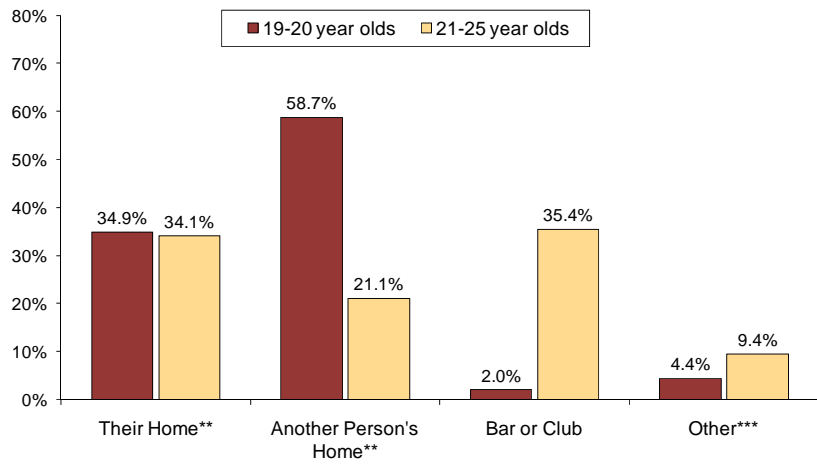
\*\*Percentage who reported having (1) five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey, (2) five or more drinks for men/four or more drinks for women on at least one occasion during the 30 days preceding the survey, (3) five or more drinks within a couple of hours on at least one of the 30 days preceding the survey

<sup>+</sup> Estimate represents 18-25 year olds (not 19-25 year olds)

## PLACE OF ALCOHOL USE

- Among 19-20 year old young adults in Nebraska (those under the legal drinking age) who reported past month alcohol use, the vast majority (93.6%) reported that they drank most of their alcohol at their home (i.e., house, apartment, or dorm) or another person's home, with the majority (58.7%) reporting that they did most of their drinking at another person's home (Figure 13).

**Figure 13: Place of Usual Alcohol Use During the Past Month\* among 19-25 Year Olds in Nebraska by Age**



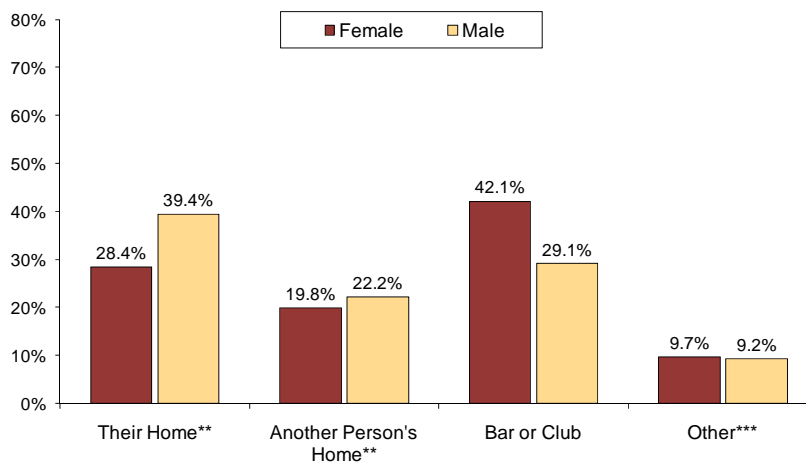
\*Among past month alcohol users, the place where most of their drinking occurred during the 30 days preceding the survey

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

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

- Among 21-25 year olds (those at or above the legal drinking age) who reported past month alcohol use, a similar percentage reported drinking most of their alcohol at a bar or club (35.4%) compared to drinking at their home (34.1%); followed by another person's home (21.1%) and some other location (9.4%) (Figure 13).
- Among 21-25 year olds, females were less likely than males to report that they did most of their drinking at their home during the past month (28.4% and 39.4%, respectively) and more likely to report that they did most of their drinking at a bar or club (42.1% and 29.1%, respectively) (Figure 14).

**Figure 14: Place of Usual Alcohol Use During the Past Month\* among 21-25 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

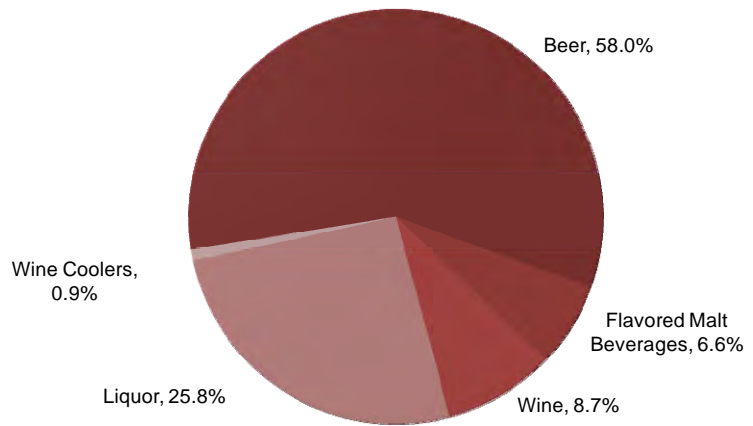
\*\*A house, apartment, or dorm room

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

## TYPE OF ALCOHOL CONSUMED

- Among 19-25 year old young adults in Nebraska who reported past month alcohol use, about 3 in every 5 (58.0%) reported that they usually drank beer when drinking alcohol. Beer was followed by liquor (25.8%; e.g., vodka, rum, gin, whisky, tequila), wine (8.7%), flavored malt beverages (6.6%, e.g., Smirnoff Ice, Bacardi Silver, Hard Lemonade), and wine coolers (0.9%, e.g., Bartles & James, Seagrams) (Figure 15).

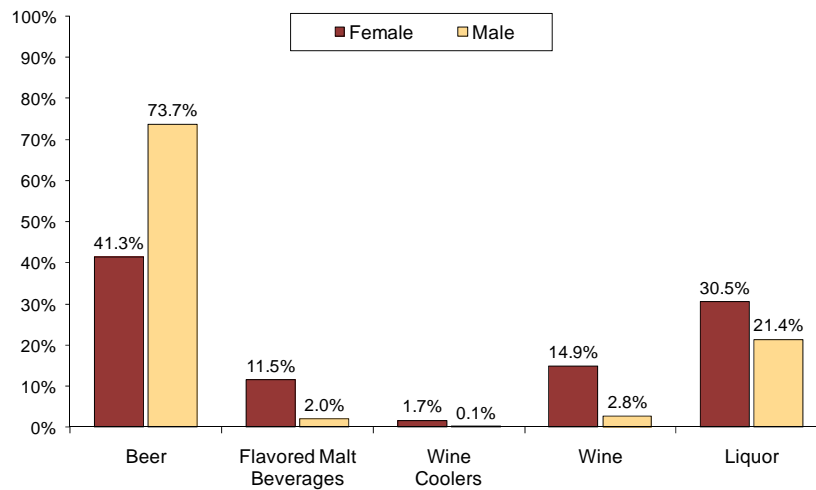
Figure 15: Type of Alcohol Usually Consumed During the Past Month\* among 19-25 year olds in Nebraska



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

- Among 19-25 year olds, males were far more likely than females 19-25 years old to report that they usually drank beer when drinking alcohol during the past month (73.7% and 41.3%, respectively) (Figure 16). In contrast, females were more likely than males to report that they usually drank flavored malt beverages (11.5% and 2.0%, respectively), wine coolers (1.7% and 0.1%, respectively), wine (14.9% and 2.8%, respectively), and liquor (30.5% and 21.4%, respectively) (Figure 16).

Figure 16: 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

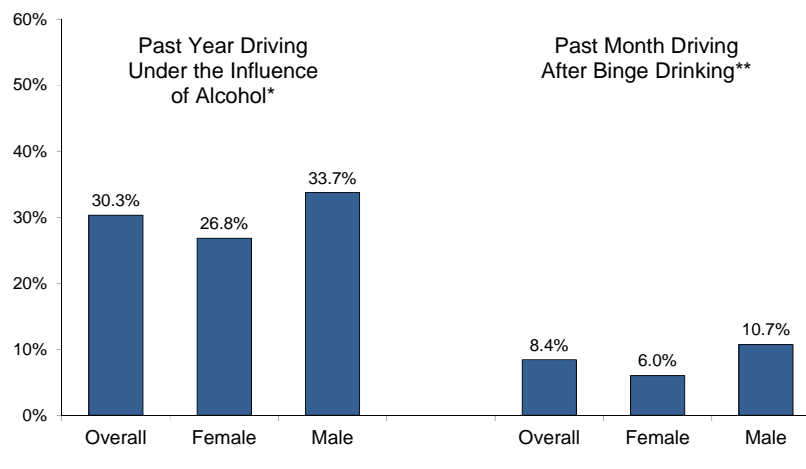
In this report, two indicators related to alcohol impaired driving are presented:

- *Past year driving under the influence of alcohol* is defined as driving a vehicle while under the influence of alcohol during the 12 months preceding the survey.
- *Past month driving after binge drinking* is defined as driving shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey.

### Past Year Alcohol Impaired Driving

- About 3 in every 10 (30.3%) 19-25 year old young adults in Nebraska, an estimated 52,000 persons, reported that they drove a vehicle under the influence of alcohol during the 12 months preceding the survey (Figure 17).

Figure 17: Alcohol Impaired Driving among 19-25 Year Olds in Nebraska



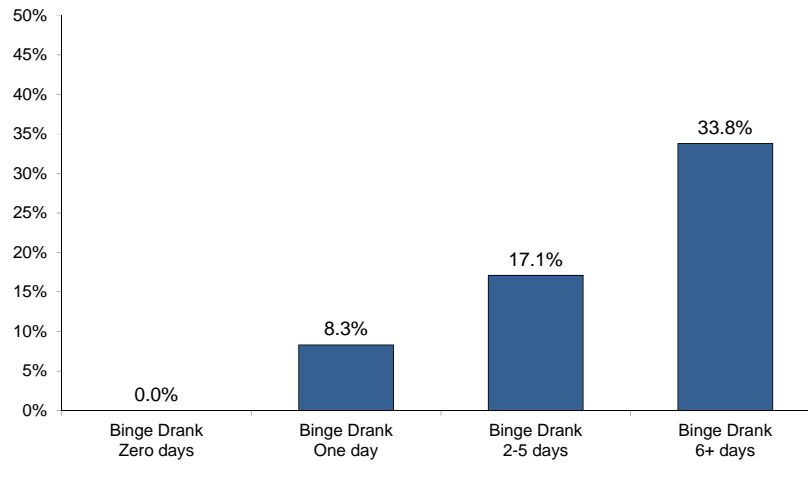
\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey

\*\*Percentage who reported that they drove shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey

### Past Month Driving after Binge Drinking

- Approximately 1 in every 12 (8.4%) 19-25 year old young adults in Nebraska, an estimated 14,000 persons, reported that they drove shortly after binge drinking during the past month (Figure 17).
- Overall, about 1 in every 5 (18.4%) past month binge drinkers reported driving after binge drinking during the past month. However, as the reported frequency (or number of days) of past month binge drinking increased among young adults, the percentage reporting past month driving after binge drinking increased dramatically (Figure 18). One-third of young adults (33.8%) who binge drank on six or more days during the past month drove after binge drinking during the past month, which was twice the percentage reported by those who binge drank 2-5 days in the past month (17.1%) and four times the percentage reported by those who binge drank once during the past month (8.3%). Those who did not binge drink during the past month did not have an opportunity to drive after binge drinking during the past month. These findings suggest that reducing the frequency of binge drinking may reduce alcohol impaired driving.

**Figure 18: Past Month Driving After Binge Drinking\* among 19-25 Year Olds in Nebraska by Frequency of Binge Drinking During the Past Month**



\*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

## Demographic Differences in Alcohol Impaired Driving

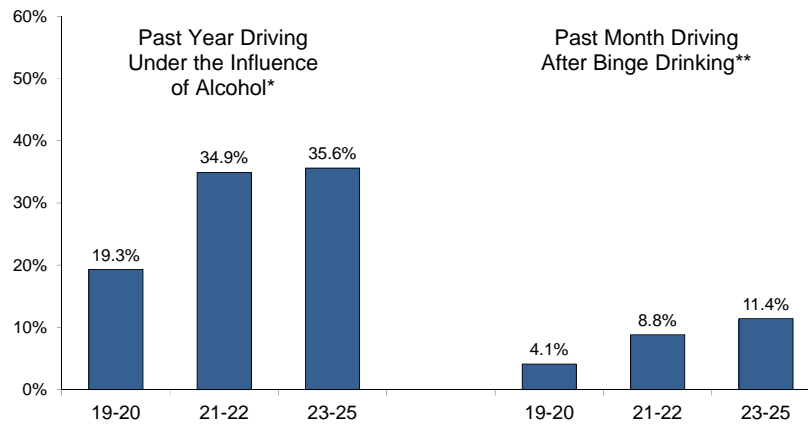
### Gender

- Males were more likely than females to report past year driving under the influence of alcohol (33.7% and 26.8%, respectively) and past month driving after binge drinking (10.7% and 6.0%, respectively) (Figure 17).

### Age

- Young adults 19-20 years old were about half as likely as 21-22 year olds and 23-25 year olds to report past year driving under the influence of alcohol (19.3%, 34.9%, and 35.6%, respectively) and driving after binge drinking (4.1%, 8.8%, and 11.4%, respectively) (Figure 19). These findings are similar to the age-related pattern of results for past month alcohol use and past month binge drinking.

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

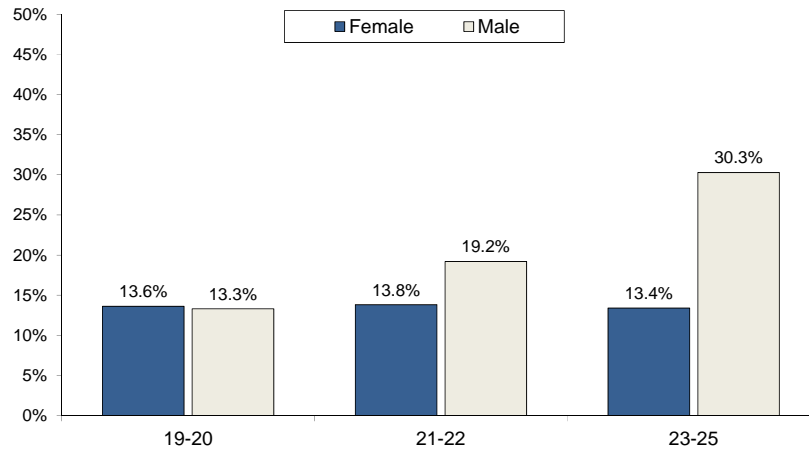


\*Percentage who reported that they drove a vehicle while under the influence of alcohol during the 12 months preceding the survey

\*\*Percentage who reported that they drove shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey

- It appears that differences in past month driving after binge drinking are, in large part, a result of differences by age among males. Among past month binge drinkers, the percentage who reported driving after binge drinking among females was consistent ( $\approx 13\%$ ) across the age groups while the percentage among males increased dramatically from 19-20 years old (13.3%) to 21-22 years old (19.2%) to 23-25 year olds (30.3%) (Figure 20).

**Figure 20: Percentage of Past Month Binge Drinkers who Drove After Binge Drinking during the Past Month\* among 19-25 Year Olds in Nebraska by Age & Gender**

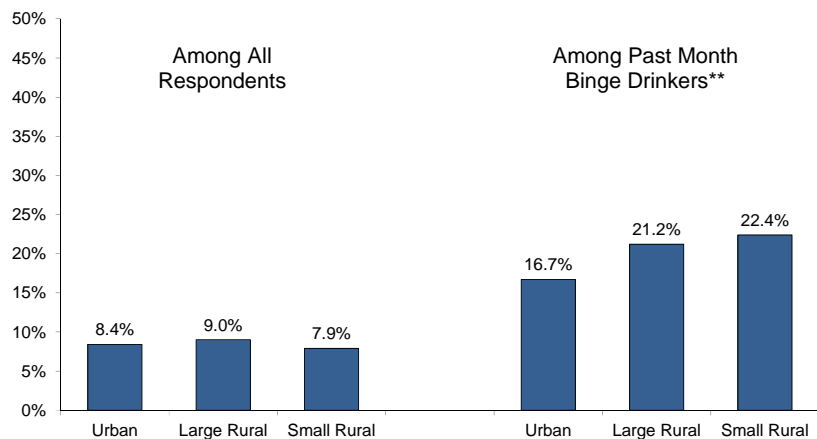


\*Percentage who reported that they drove shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey, among those who reported binge drinking during the 30 days preceding the survey

### Urbanicity

- Overall, there was little variation in alcohol impaired driving between the three urban/rural categories presented in this report. A slightly (though not significantly) greater percentage of young adults living in urban areas (31.7%) reported past year driving under the influence of alcohol than in large rural (29.2%) and small rural (27.0%) areas of the state.

**Figure 21: 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 within a couple of hours during the 30 days preceding the survey

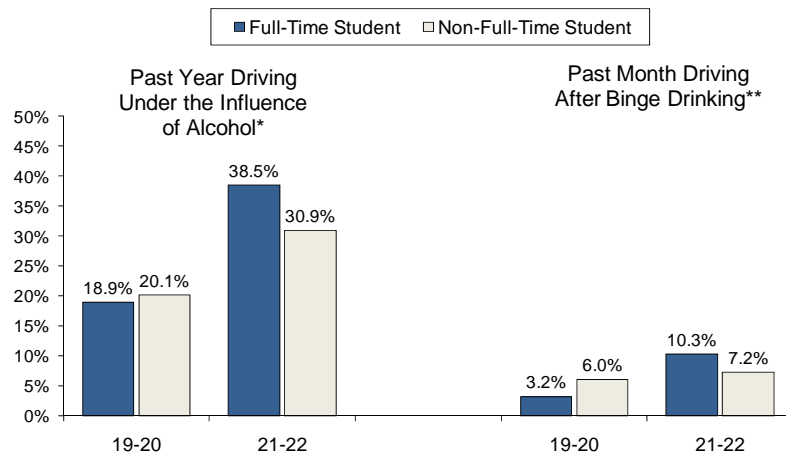
\*\*Percentage who reported having five or more drinks for men/four or more drinks for women within a couple of hours on at least one of the 30 days preceding the survey

- The percentage of young adults reporting past month driving after binge drinking was similar in urban (8.4%), large rural (9.0%) and small rural (7.9%) areas of the state (Figure 21). However, among those who reported past month binge drinking, the percentage reporting past month driving after binge drinking increased slightly from urban (16.7%) to large rural (21.2%) to small rural (22.4%) areas, suggesting that, among those who binge drink, those living in more rural areas of the state may be more likely to drive after binge drinking (Figure 21).

## College Enrollment Status

- A similar percentage of 19-20 year old full-time students and non-full-time students (i.e., part-time students and persons not currently enrolled in school) reported past year driving under the influence of alcohol (18.9% and 20.1%, respectively). A slightly, though not significantly, lower percentage of 19-20 year olds enrolled in school full-time reported past month driving after binge drinking than did non-full-time young adults (3.2% and 6.0%, respectively) (Figure 22).
- In contrast, a slightly higher percentage of 21-22 year old full-time students reported past year driving under the influence and past month driving after binge drinking than did their non-full-time student peers (38.5% and 10.3% compared to 30.9% and 7.2%, respectively) although neither of the differences were significant (Figure 22). It should be noted that 21-22 year old full-time students were much more likely than non-full-time students to report past month binge drinking (as shown in Figure 11 of this report), and that, among 21-22 year old past month binge drinkers, the same percentage (16.6%) of full-time students and non-full-time students reported past month driving after binge drinking.

**Figure 22: Alcohol Impaired Driving among 19-22 year olds in Nebraska by Student Status and Age**



\*p < 0.05

\*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 shortly after consuming five drinks of alcohol within a couple of hours during the 30 days preceding the survey

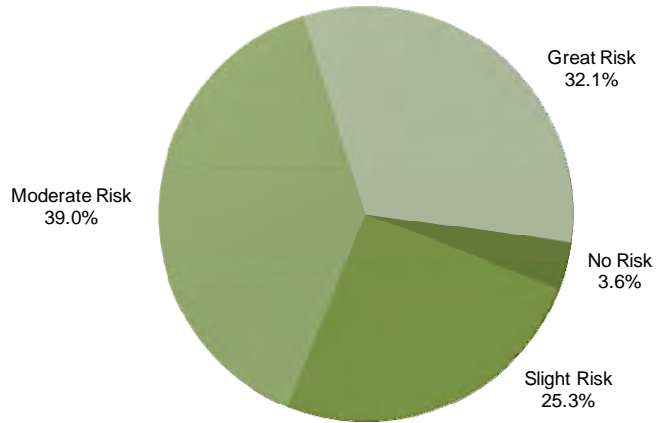
## ALCOHOL-RELATED ATTITUDES AND PERCEPTIONS

### Perception of Risk from Binge Drinking

Respondents were asked to report how much they think 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.

- Nearly all (96.4%) 19-25 year old young adults in Nebraska perceived some risk from binge drinking once or twice a week, though only one-third (32.1%) perceived great risk from this behavior (Figure 23).

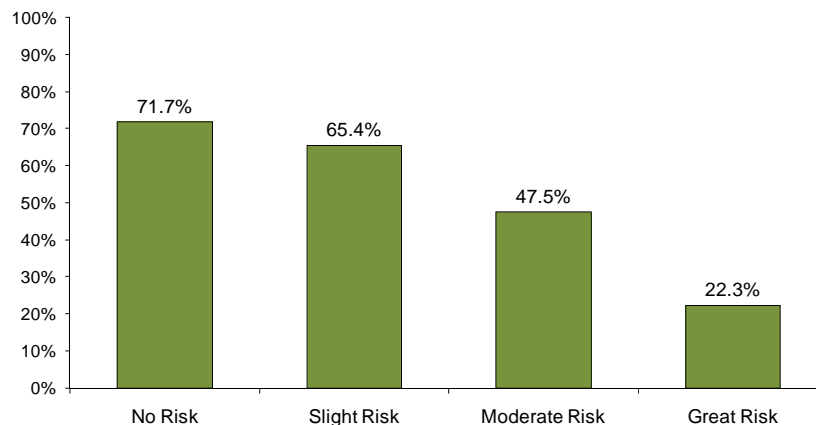
**Figure 23: Perceived Risk from Binge Drinking\* among 19-25 year olds in Nebraska**



\*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  
 Note: Excludes 186 respondents (5.4%) who reported that they "don't know or can't say"

- As perception of risk from binge drinking once or twice a week increased, binge drinking among young adults decreased (Figure 24). More than 7 in every 10 young adults (71.7%) who perceived no risk from binge drinking once or twice a week reported past month binge drinking compared to less than one-fourth (22.3%) who perceived great risk from this behavior.

**Figure 24: 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 on at least one occasion during the 30 days preceding the survey

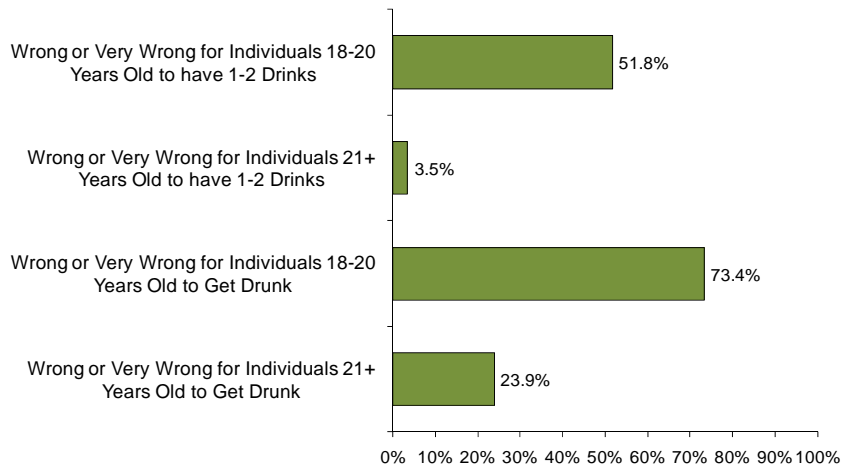
\*\*How much people risk harming themselves physically and in other ways when they have five or more drinks of an alcoholic beverage once or twice a week

Note: Excludes 186 respondents (5.4%) who reported that they "don't know or can't say"

## Social Norms Regarding Alcohol Use

- Young adults 19 to 25 years old in Nebraska reported that moderate alcohol use and getting drunk is more wrong for persons just under the legal drinking age (18-20 year olds) than it is for persons at or above the legal drinking age (21 and older) (Figure 25). About half (51.8%) reported that it is wrong or very wrong for 18-20 year olds to have one or two drinks compared to just 3.5 percent who felt that the same behavior was wrong or very wrong for persons 21 and older, a 15 fold difference. Similarly, a three-fold, 50 percentage point difference occurred for getting drunk, where 3 in every 4 (73.4%) reported that it is wrong or very wrong for 18-20 year olds to get drunk compared to 1 in every 4 (23.9%) who felt that the same behavior was wrong or very wrong for persons 21 and older. This suggests that among 19-25 year olds, underage drinking is less acceptable than alcohol use among persons 21 and older; although, half (48.2%) still condoned drinking among 18-20 year olds (by indicating that it is only a little wrong or not at all wrong for 18-20 year olds to have one or two drinks).

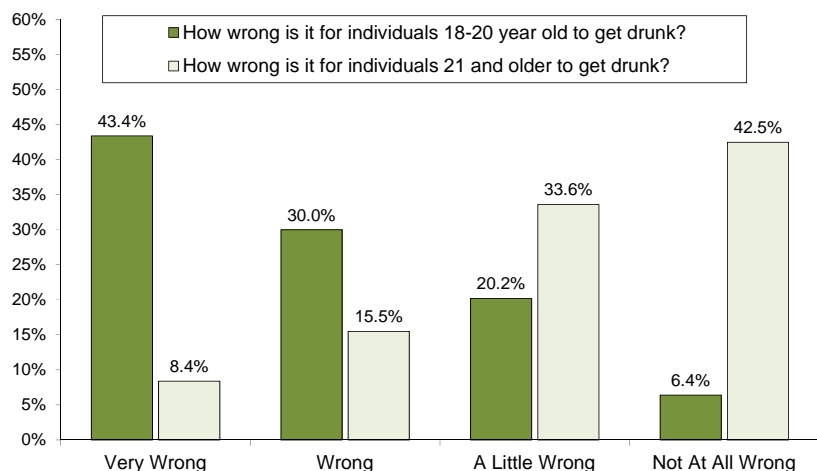
**Figure 25: Social Norms Related to Underage and Legal Age Drinking Behaviors\* among 19-25 year olds in Nebraska**



\*Percentage reporting how wrong they think different drinking behaviors are based the following scale: *Very Wrong, Wrong, A Little Wrong, Not at all Wrong.*

- For both 18-20 year olds and individuals 21 and older, getting drunk was seen as more wrong than having 1-2 drinks, especially for those 21 and older (Figure 25).
- Mirror opposite results were reported by 19-25 year olds with respect to how wrong it is for 18-20 year olds to get drunk compared to those 21 and older (Figure 26). Two in every 5 (43.4%) reported that it is very wrong for individuals 18-20 years old to get drunk while nearly the same percentage (42.5%) reported that this is not at all wrong for individuals 21 and older.

**Figure 26: Social Norms Related to Getting Drunk\* among 19-25 Year Olds in Nebraska**

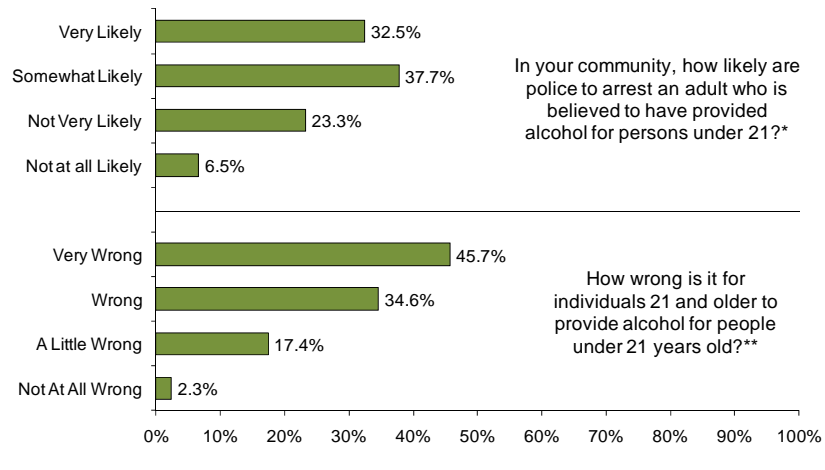


\*Percentage reporting how wrong they think it is for individuals 18-20 years old and individuals 21 and older to get drunk, based on the following scale: *Very Wrong, Wrong, A Little Wrong, and Not at all Wrong*

## Attitudes and Perceptions related to Providing Alcohol to Minors

- The majority of 19-25 year old young adults, nearly 4 in every 5 (80.3%), reported that it is wrong or very wrong for someone 21 and older to provide alcohol to minors (those under 21 years old) (Figure 27). Similarly, the majority of 19-25 year olds (70.2%) also reported that it is somewhat or very likely that police in their community would arrest someone who is believed to have provided alcohol to minors (those under 21 years old) (Figure 27). This suggests that providing alcohol to minors is not seen as socially acceptable among 19-25 year olds and many perceive legal risk for providing to minors.

**Figure 27: Attitudes and Perceptions related to Providing Alcohol to Minors among 19-25 Year Olds in Nebraska**

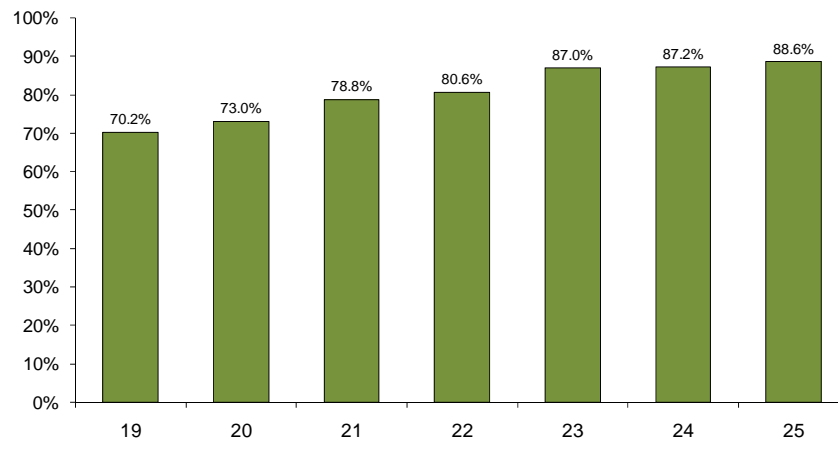


\*Based on the following scale: *Very Likely, Somewhat Likely, Not Very Likely, Not at all Likely*; excludes 443 respondents (12.9%) who reported that they "don't know"

\*\*Based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not at all Wrong*

- As age increased, the percentage of 19-25 year olds who reported that it is wrong or very wrong for individuals 21 or older to provide alcohol to persons under 21 steadily increased (Figure 28).

**Figure 28: Wrong or Very Wrong for Adults to Provide Alcohol to Minors\* among 19-25 Year Olds in Nebraska by Age**

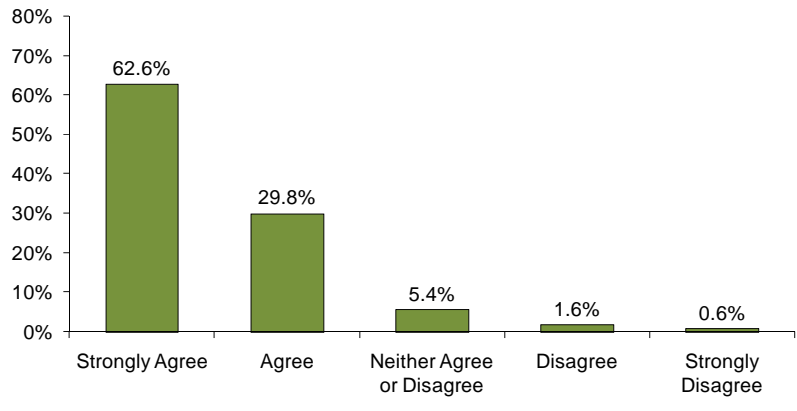


\*Percentage reporting that they think it is wrong or very wrong for individuals 21 and older to provide alcohol to persons under 21 years old, based on the following scale: *Very Wrong, Wrong, A Little Wrong, Not at all Wrong*

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

- Young adults 19-25 years old in Nebraska are very supportive of responsible beverage service training (where sellers and servers of alcohol are trained on how to do so responsibly and legally). More than 9 in every 10 young adults (92.4%) agree or strongly agree that bartenders and wait staff should be taught how to serve alcohol responsibly (i.e., not serving minors or drunken customers) (Figure 29).

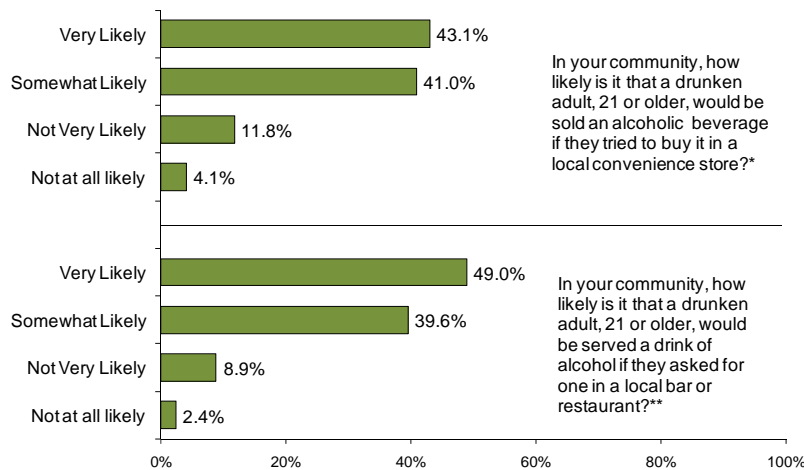
**Figure 29: Level of Agreement/Disagreement with the with the Notion that Bartenders and Wait Staff should receive Responsible Beverage Service Training\*, among 19-25 year olds in Nebraska**



\*Percentage reporting 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 drunken customers; on a 5-point Likert scale ranging from Strongly Agree to Strongly Disagree).

- Although supportive of responsible beverage service, most young adults in Nebraska feel that responsible beverage service is not always occurring. When asked about their perception of alcohol sales within their community, nearly 9 in every 10 young adults in Nebraska (88.6%) reported that it is somewhat or very likely that a drunken adult, 21 years of age or older, would be served an alcoholic drink if they asked for one in a local bar or restaurant (Figure 30). Similarly, most young adults (84.1%) reported that it is somewhat or very likely 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 (Figure 30).
- Among those who bought or tried to buy alcohol during the 30 days preceding the survey and did not believe the person selling them the alcohol personally knew if they were old enough to buy, approximately 1 in every 6 (15.4%) reported that their ID was not checked at their last purchase attempt. Even though the majority of respondents were of legal age to purchase alcohol, failure to check IDs opens the door to underage sales and penalties to the retailer and individual seller.

**Figure 30: Perceptions of the Sale of Alcohol to Drunken Adults among 19-25 year olds in Nebraska**



\*Excludes 424 respondents (13.3%) who reported that they "don't know"

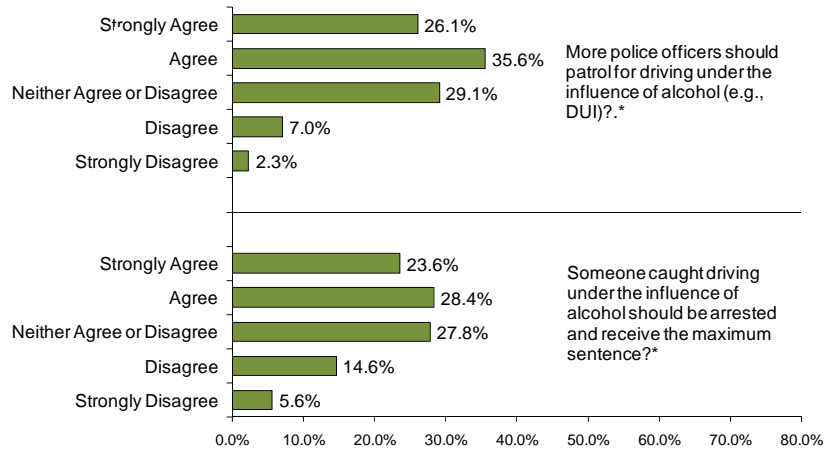
\*\*Excludes 351 respondents (11.6%) who reported that they "don't know"

## Attitudes and Perceptions related to Alcohol Enforcement

### Attitudes toward Alcohol Enforcement

- Young adults 19-25 years old in Nebraska are generally supportive of alcohol enforcement (Figure 31). Half (52.0%) reported that they either agree or strongly agree that someone caught driving under the influence of alcohol should be arrested and receive the maximum punishment. Further, nearly 2 in every 3 (61.7%) reported that they agree or strongly agree that more police officers should patrol for driving under the influence.

**Figure 31: Attitudes related to Alcohol Enforcement among 19-25 year olds in Nebraska**

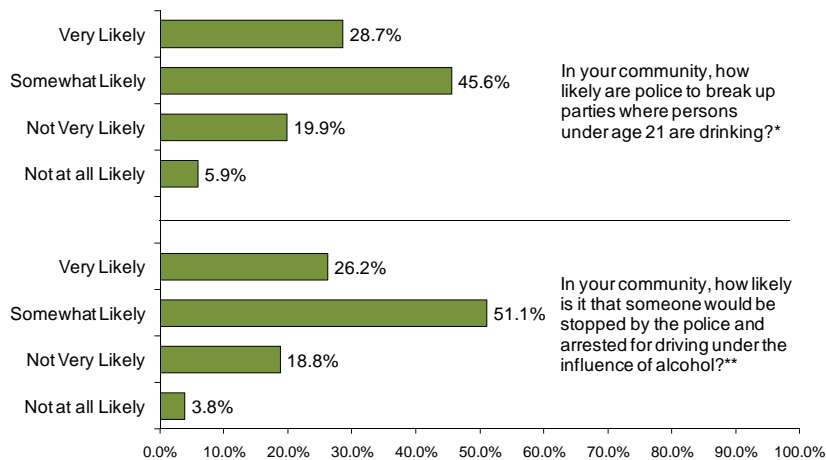


\*Percentage reporting how much they agree or disagree with this notion for their community, based on a 5-point Likert scale ranging from *Strongly Agree* to *Strongly Disagree*

### Perceptions toward Alcohol Enforcement

- In addition to being generally supportive of alcohol enforcement, 19-25 year old young adults in Nebraska perceive that alcohol enforcement is occurring in their communities (Figure 32). Nearly 3 in every 4 (74.3%) reported that it is somewhat or very likely that police would break up parties where persons under the age of 21 were drinking. Similarly, 3 in every 4 (77.3%) also reported that it was somewhat or very likely that someone would be stopped by the police and arrested for driving under the influence. However, it should be noted that responses of “very likely” were only about half as common as responses of “somewhat likely” with respect to these law enforcement actions.

**Figure 32: Perceptions of Police Enforcement of Alcohol, by 19-25 year olds in Nebraska**



\*Excludes 318 respondents (9.2%) who reported that they "don't know"

\*\*Excludes 230 respondents (6.7%) who reported that they "don't know"

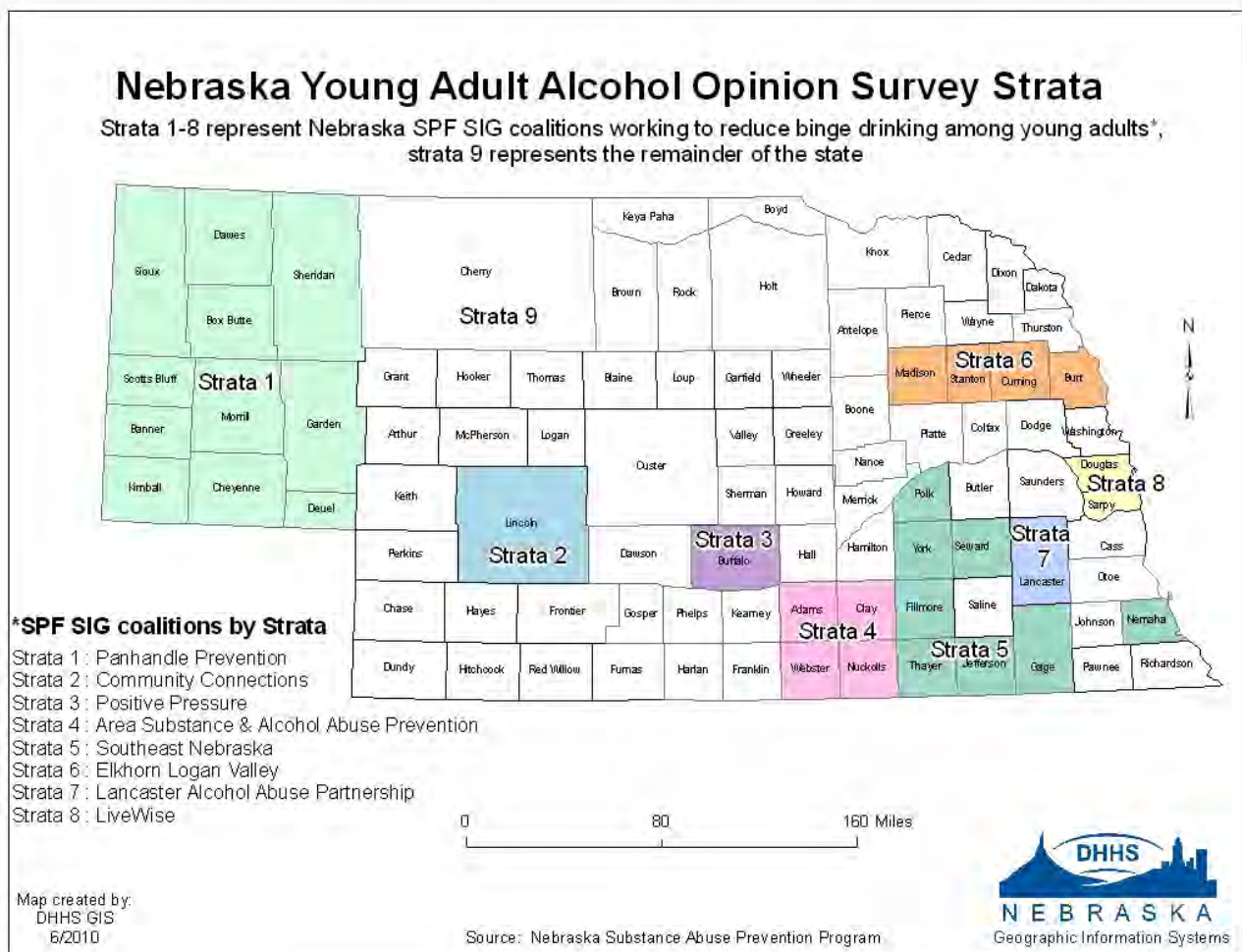
# METHODOLOGY

This section presents a detailed account of the methods used for collecting and reporting data from the 2009/2010 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, while the analysis and reporting of information presented within this report was conducted by the Nebraska Department of Health and Human Services.

## SURVEY ADMINISTRATION AND DATA COLLECTION

### The Sample

The sample for this survey was generated by the Nebraska Department of Motor Vehicles Driver Records Database. The sampling frame included young adults aged 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 (regional N varied from 1112 to 1109). As noted in the introduction of this report, 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.



## The Data Collection Process

For this project, survey data were collected using a three-stage mailed survey. Respondents were mailed an initial survey on December 17, 2009. This mailing included a cover letter, a \$1 bill incentive and a postage paid envelope to return the paper version of the survey. As part of a methodological experiment built into the survey, a random fourth of the sample was also provided the option, via instructions in the initial cover letter, to complete the survey online. In order to increase the response rate, all nonresponders were mailed a reminder postcard on December 30, 2009. As part of the methodological experiment, the group who received the online survey option in the initial mailing was again offered that completion option in the reminder postcard. Additionally, another random fourth of the sample was offered the online completion option in the reminder postcard (resulting in half the sample at the postcard stage receiving the online completion option). In addition to the reminder postcard, a second paper survey and cover letter was mailed to nonresponders on February 3, 2010. Respondents who had previously received the online completion option were again offered it in the final cover letter along with an additional fourth of the total sample (resulting in three-fourths of the entire sample receiving the online completion option at some point during data collection). One-fourth of the sample was not offered the online completion option at any stage of the survey mailings. Data collection concluded on March 26, 2010. 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

A total of 3,466 eligible young adults completed the survey with the majority (95.9%) completing the survey via mail. From the original sample, a total of 526, including 273 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. The overall unadjusted response rate for this survey was 34.7%, which does not include any adjustments for ineligible respondents or undeliverable surveys. The response rate calculated using the American Association of Public Opinion Researchers (AAPOR) standard definition for response rate 1 (which removes known ineligible cases from the total sample) was 36.6%.<sup>8</sup> 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 were returned as undeliverable with no forwarding address available. The response rate, after removing both known ineligibles and undeliverable returns, was 42.5%. Table 1 displays the unadjusted response rate, the response rate using AAPOR's standard definition for response rate 1, and the response rate after removing ineligibles and undeliverable survey returns by survey region.

<b>Survey Strata/ Coalition Name</b>	<b>Actual Response</b>	<b>Response Removing Ineligibles*</b>	<b>Response Removing Ineligibles &amp; Undeliverables</b>
1 Panhandle Prevention	28.7%	30.6%	36.5%
2 Community Connections	35.0%	36.5%	43.7%
3 Positive Pressure	32.4%	33.9%	40.8%
4 ASAAP	37.8%	39.7%	45.3%
5 Southeast Nebraska	39.5%	41.7%	46.9%
6 Elkhorn Logan Valley	35.9%	38.2%	43.7%
7 LAAP	34.0%	35.8%	43.9%
8 LiveWise	30.3%	32.3%	36.2%
9 Remainder of State	38.3%	40.7%	45.1%
<b>Overall</b>	<b>34.7%</b>	<b>36.6%</b>	<b>42.5%</b>

\*AAPOR's standard definition for response rate 1 (which removes known ineligible cases from the total sample N)

Note: The response rates presented within this table are based on the respondents' residence within the DMV file, and does not take into consideration that some respondents reported living within a different survey strata region most of the year. See "Data Cleaning" within this methods section for more information.

## **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 6 responses for gender were used from the sample and 13 responses for age. A total of 106 sample zip codes were imported because the respondent left the zip code field blank.

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 were assigned regions different from the original region in the DMV sample. As a result, this affected the sample size for some regions (e.g., the LAAP Coalition covering Lancaster County increased from 378 to 664 respondents after recoding while the Southeast Nebraska Coalition decreased from 439 to 318 respondents after recoding).

As part of the cleaning process, a correction for a programming error affecting the web version was made. Specifically, incorrect answer choices to item 4 were displayed in the web version prior to February 15, 2010, and thus responses to this item prior to this date were coded as an error in the data. This error affected 127 respondents (0.4% of the total 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 data were weighted by gender, age, and region to the 2000 U.S. Census population. Region was based on the recalculated region variable described under the “data cleaning” section of the methods section of this report. 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.

## **Nonresponse and Coverage Concerns**

Nonresponse bias is a concern for all surveys. Because nonresponse bias is calculated on responses to specific variables of concern by comparing nonrespondents' 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 nonresponse bias may be limited in these data.

Because the DMV data set included some information about respondents in the sample, limited analysis comparing responders to nonresponders is possible.

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

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

In addition to nonresponse 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.<sup>9</sup>

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 (13.1% of the total sample) were returned undeliverable without a forwarding address by the U.S. Postal Service. An additional 1,280 surveys were forwarded by the U.S. Postal Service or remailed 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**

### **Statistical Analysis Software**

All analyses presented in this report were conducted using SAS, Version 9.2, and in order to obtain correct standard errors for weighted percentages, SAS-callable SUDAAN, Version 10.0.1, was used.

### **Data Indicators**

For this report, 22 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 Appendix X of this report for a list of the 22 indicators 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>10</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. Furthermore, alcohol impaired driving, a major contributor to death and injury among young people in Nebraska, is also common with close to one-third reporting that they drove under the influence of alcohol during the past year. While the data suggest that there is a need to improve attitudes 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 persons 18-20 years old, and they see underage drinking among 18-20 year olds 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.

Because this survey is essential to fulfilling the evaluation requirements of the Nebraska SPF SIG, it will need to be replicated a second time, which is anticipated to occur between December 2011 and March 2012, or two years after the initial administration. Given the response rate, positive reception, and relative ease of administration, similar methods are likely to be used during the next administration.

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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# APPENDIX A

## INDICATORS AND INDICATOR DEFINITIONS INCLUDED IN THIS REPORT

The following indicators are based on questions from the 2009/2010 Nebraska Young Adult Alcohol Opinion Survey.

### Alcohol Use

- Lifetime alcohol use  
Definition: Percentage who reported that they have ever consumed alcohol (more than a few sips) during their lifetime.
- Past month alcohol use  
Definition: Percentage who reported having at least one alcoholic beverage during the 30 days preceding the survey.
- Past month binge drinking  
Definition: 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.
- Past month binge drinking, among past month alcohol users  
Definition: 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.
- Binge drank more than once during the past month  
Definition: Percentage who reported binge drinking on two or more of the 30 days preceding the survey.

### Alcohol Impaired Driving

- Past month driving after binge drinking  
Definition: 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.
- Past year alcohol impaired driving  
Definition: 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

- Perceive great risk from binge drinking  
Definition: 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**

- Wrong or very wrong for individuals 18 to 20 years old to have one or two drinks  
Definition: Percentage who reported that it is wrong or very wrong for individuals 18 to 20 years old to have one or two drinks.
- Wrong or very wrong for individuals 21 and older to have one or two drinks  
Definition: Percentage who reported that it is wrong or very wrong for individuals 21 and older to have one or two drinks.
- Wrong or very wrong for individuals 18 to 20 years old to get drunk  
Definition: Percentage who reported that it is wrong or very wrong for individuals 18 to 20 years old to get drunk.
- Wrong or very wrong for individuals 21 and older to get drunk  
Definition: Percentage who reported that it is wrong or very wrong for individuals 21 and older to get drunk.

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

- Wrong or very wrong for individuals 21 and older to provide alcohol for people under 21 years old  
Definition: Percentage who reported that it is wrong or very wrong for individuals 21 and older to provide alcohol for people under 21 years old.
- Likely that police will arrest an adult who is believed to have provided alcohol for persons under 21  
Definition: 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**

- Support for Responsible Beverage Service Training  
Definition: 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).
- Likely that a drunken adult would be sold an alcoholic beverage at a local bar or restaurant  
Definition: 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.
- Likely that a drunken adult would be sold an alcoholic beverage at a local convenience store  
Definition: 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.

- 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 that the person selling them the alcohol personally knew if they were old enough to buy.

Definition: 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**

- Support for increased patrolling of DUI

Definition: Percentage who agree or strongly agree that more police officers should patrol for driving under the influence of alcohol (i.e., DUI).

- Support for maximum punishment for DUI offenses

Definition: Percentage who agree or strongly agree that someone caught driving under the influence of alcohol should be arrested and receive the maximum sentence.

- Likely that someone would be stopped by the police and arrested for driving under the influence of alcohol

Definition: 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.

- Likely that police will break up parties where minors are drinking

Definition: Percentage who reported that police are somewhat likely or very likely to break up parties where persons under age 21 are drinking.

# Nebraska Young Adult Alcohol Opinion Survey

## Summary Report

Report Released: October 2010

This report contains a summary of the findings from the 2009/2010 Nebraska Young Adult Alcohol Opinion Survey.

An electronic version of this report along with supplemental data tables, a copy of the survey questionnaire, and additional information about the Nebraska Strategic Prevention Framework State Incentive Grant (SPF SIG) are located on the following website:

<http://www.hhs.state.ne.us/puh/oph/saprev.htm>

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