3 out of 4 students do not participate in high-risk drinking behavior.
High-risk drinking behaviors:

- Pregaming  57%
- Doing Shots  58%
- Choosing a drink containing more alcohol  22%
- Chugging alcohol  26%

Social Norms Campaign
# Student Reasons for Not Drinking

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I am going to drive</td>
<td>71%</td>
</tr>
<tr>
<td>I don't want to spend the money</td>
<td>53%</td>
</tr>
<tr>
<td>I have other things to do</td>
<td>51%</td>
</tr>
<tr>
<td>I don't need alcohol to have a good time</td>
<td>49%</td>
</tr>
<tr>
<td>I don't want to lose control</td>
<td>46%</td>
</tr>
</tbody>
</table>

Social Norms Campaign
Of incoming students:

- **65%** don't drink or consider themselves *light drinkers*
- **81.5%** Feel *confident* they could help a friend who is very intoxicated
- **80%** Agree it will be easy to make friends without drinking

Social Norms Campaign
CHICO STUDENTS

PARTY SMARTER THAN YOU THINK

66% of students never or rarely binge drink
50% of students never or rarely do shots
80% of students never or rarely pre-game

Social Norms Campaign
Chico Student Readiness to Change

- Reduce number of drinks +37%
- Reduce drinking frequency +31%
- Alternate drink type +29%
- Pace drinks +36%
- Set a limit +29%

Social Norms Campaign
Among the 51% of high-risk students who saw "no need to change the way they drink"

71% indicated their "readiness to change" after completing Alcohol EDU

Social Norms Campaign