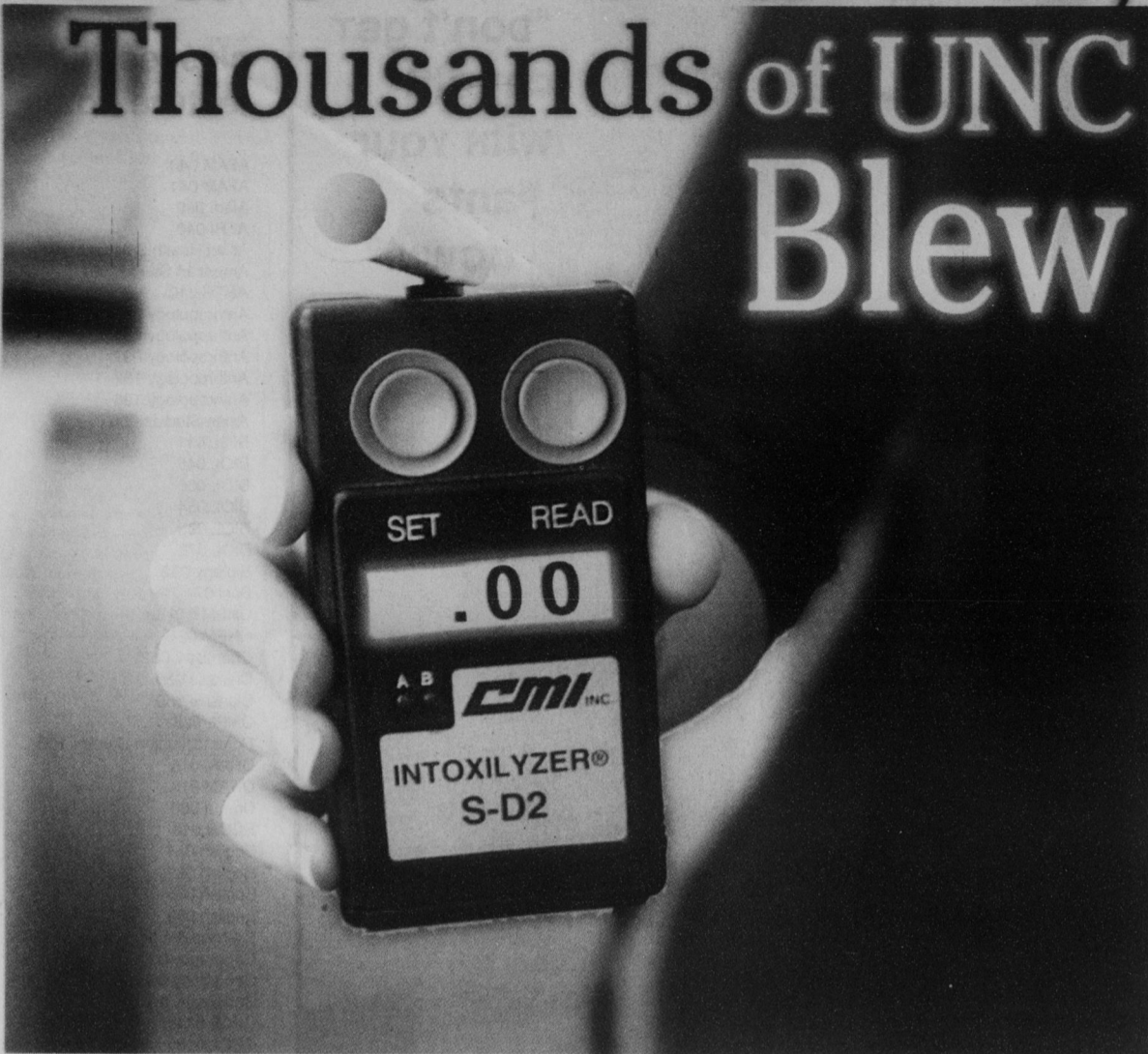
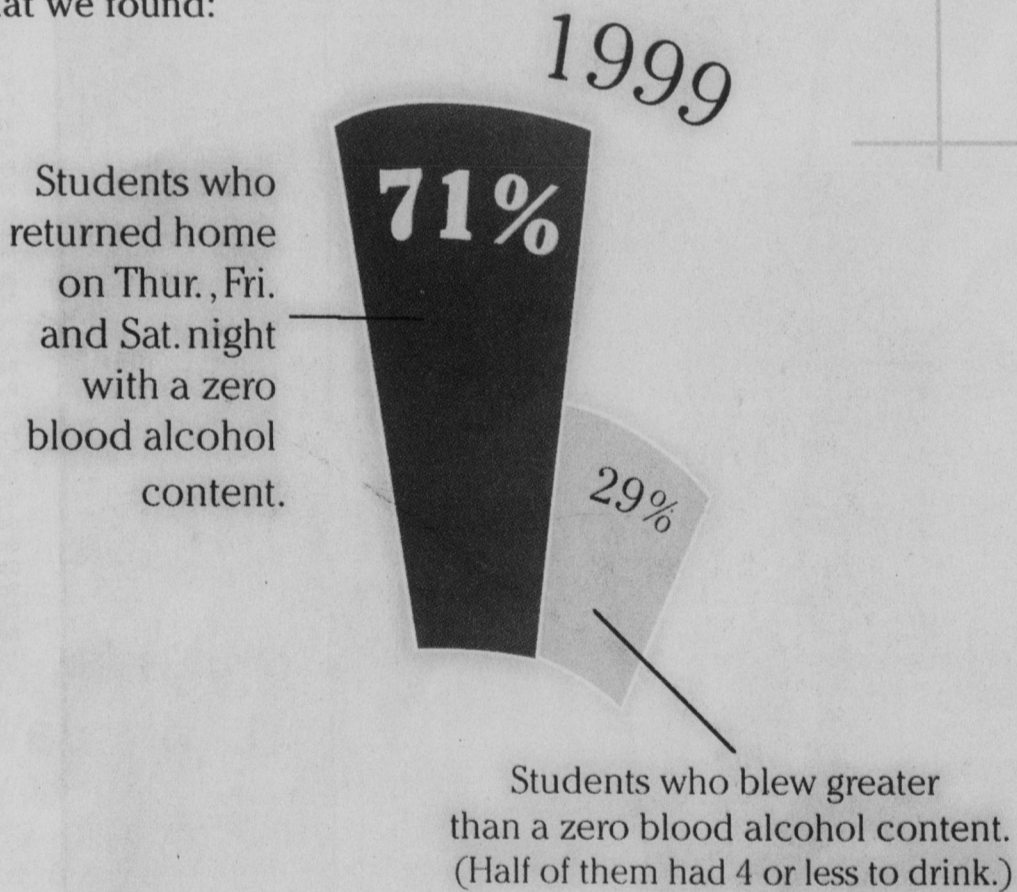


Last Fall, Thousands of UNC Students Blew It.



As part of a campus-wide alcohol study, last Fall 2,535 UNC students were randomly asked to blow into a breathalyzer as they came home at night. Here is what we found:

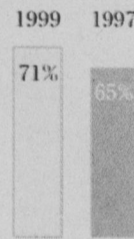


Whether it's Thursday, Friday, or Saturday night, 2 out of 3 UNC students *still* return home with a .00 B.A.C.

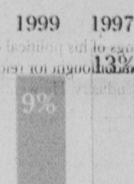
Based on Fall 1999 breathalyzer data collected as students returned home to fraternities, sororities, residence halls and apartments. Study conducted by the UNC Highway Safety Research Center. Sponsored by Student Affairs.

What else we found:

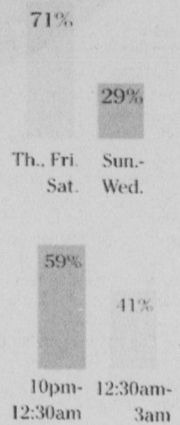
Students who returned home with .00 B.A.C on Th., Fri., and Sat.



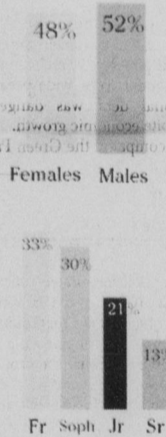
Percentage of students who had a high BAC (over .08%)



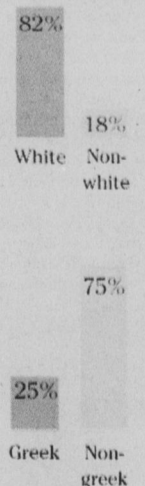
When we did it:



Who we talked to:



Mean Age = 19.64



Believe it or not:

- Among those who had heard this message, 54% did not believe it accurately represents drinking at UNC.
- Of those who did not believe the message, 68% had a zero B.A.C. when interviewed.