

Lifestyle Survey

We are UWM students of marketing research conducting a lifestyle survey of fellow-students. Thank you for agreeing to participate in our survey. We are gathering information only for research purposes, and in no way will your responses be associated with your name or identity. Your responses are completely ANONYMOUS and CONFIDENTIAL

Default Question Block

1. Have you consumed alcohol since coming to UWM? If NO, please skip down to Q11.

Yes



No



2. How many alcoholic drinks (including beers, mixed drinks, shots, and other alcoholic beverages) do you consume on an average night out?

3 At what time does your night out typically begin?

4. At what time do you get back home typically after a night out?

5. How much do you spend on a typical night out, on alcohol?

6. How many nights in a week do you typically go out?

7. Please pick the TOP reason why you drink alcoholic beverages (there may be multiple reasons; we want to know your top reason):

- I enjoy the taste
 - It relaxes me
 - Because friends drink
 - Because it's the best way to have a good time
 - To escape stress or other pressures
 - Because I want to fit in
 - Other
-

8. How large a group, typically, are you in when you go out drinking?

9. To what extent do you drink because of peer pressure from friends and acquaintances?

Not at all



Occasionally



Often



Very often



Always



10. To what extent do you drink because cheap alcohol is easily available?

Not at all



Occasionally



Often



Very often



Always



To what extent do you agree with each of the following statements?

	Strongly Disagree	Disagree	Agree	Strongly Agree
11. "My FRIENDS and ACQUAINTANCES often miss classes due to drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
12. "My FRIENDS and ACQUAINTANCES have been in an accident due to drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
13. "My FRIENDS and ACQUAINTANCES do poorly on exams or papers due to drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
14. "My FRIENDS and ACQUAINTANCES sometimes get into trouble with the police due to drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
15. "My FRIENDS and ACQUAINTANCES sometimes participate in vandalism or damage property due to drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
16. "My FRIENDS and ACQUAINTANCES drive while drunk"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
17. "My FRIENDS and ACQUAINTANCES sometimes pass out after a drinking spree"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
18. "My FRIENDS and ACQUAINTANCES sometimes experience nausea, sweating, shakiness, or craving as a direct result of drinking"	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

19. What is your student classification?

- Freshman
 Senior
- Sophomore
 Other
- Junior

20. Are you male/ female?

- Male
 Female

21. What is your age?

Thank you again, for participating in our survey!