

Multi-State Results from an Online Tool for Assessing Secondary School Norms, 1999 - 2005

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Abstract:

More than 28,000 secondary students from 50 middle and high schools in eight regionally diverse states have been surveyed using an online instrument. A strategy has been developed that preserves anonymity and validates user responses. Measures of tobacco, alcohol, marijuana, and other illicit drug use, ATOD access in schools, parental alcohol policies, riding with a drinking driver, willingness to report weapons seen at school, and seat belt use demonstrate a wide discrepancy between actual school norms and students' perceptions of the norms in all instances. Positive normative messages constructed from these results for schools will be shared. Results will also be reported from a multivariate analysis comparing the relative strength of actual norms that vary across school sites with the strength of the individual's perception of the norms for predicting individual personal high-risk behavior.

Key Points of Presentation:

1. *Breadth of survey database.* Over 24,000 students from 50 middle and high schools and eight regionally diverse states have participated.
2. *Norms and Perceptions Measured*
 - a. Tobacco
 - b. Marijuana and Other Illicit Drugs
 - c. Alcohol
 - d. Parental Alcohol Policies
 - e. Seat belt use
3. *Overall Results by School Type and Grade Level.* Patterns of norms and misperception for behaviors measured will be reported.
4. *Social Norms Message from Multi-State Results.* Messages that can be extracted from the survey results will be shared.
5. *Misperceptions Predicting High-Risk Behavior.* Results from multiple regression comparing how well the perceived norm predicts high-risk behavior compared to how well the actual school norm predicts high-risk behavior for:
 - a. Alcohol
 - b. Seat Belt Use

Table 1. Tobacco Use among Middle and High School Students and Grade Specific Cohort Norms of Abstinence

	Grade						
(N)	6 (2,252)	7 (2,575)	8 (2,386)	9 (5,903)	10 (5,083)	11 (4,458)	12 (3,461)
Frequency of Use (%)							
Never	94.3	89.7	81.1	77.3	71.9	66.0	59.3
1-2 times per year	2.7	5.2	7.0	8.4	9.8	10.6	11.8
1 time per month	0.4	1.4	1.9	3.1	3.7	4.4	5.2
2 times per month	0.4	0.5	1.2	2.2	2.8	3.0	4.0
1 time per week	0.4	0.4	1.7	1.6	2.2	2.5	2.3
2 times per week	0.4	0.7	1.6	1.8	2.3	2.8	4.0
Daily	1.3	2.0	5.7	5.5	7.4	10.7	13.3
Percent (Number) of Cohorts within Grade with Abstinence Norm	100% (18)	100% (22)	100% (20)	100% 35	97.1% (33)	94.3% (33)	81.8% (27)
Total Number of Cohorts Sampled within Grade	18	22	20	35	34	35	33

Table 2. Percent of Students Accurately Perceiving Actual Tobacco Abstinence Norm by Grade and School Type (for all grade cohorts where abstinence is the norm)

School Type	Grade							cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Small - Rural	53.2	31.3	13.6	7.9	4.2	3.2	3.0	13/20
Large - Rural	49.8	22.3	12.1	4.0	5.2	3.1	3.5	4/2
Large - Suburban/Urban	nd	nd	nd	15.0	7.3	5.3	4.3	0/4
Large - Urban	40.3	19.7	12.8	5.6	4.3	4.0	2.8	5/9

nd - no data

Table 3. Tobacco Attitudes among Middle and High School Students and Grade Specific Cohort Abstinence Attitudinal Norms

	Grade							
	(N)	6 (1,979)	7 (2,312)	8 (2,160)	9 (5,777)	10 (4,915)	11 (4,287)	12 (3,353)
Frequency (%)								
Never a good thing		91.7	87.9	81.0	75.5	71.4	66.6	62.5
Occasional use okay		4.0	6.0	8.4	10.8	12.8	13.7	16.4
Daily use okay		4.3	6.1	10.6	13.7	15.8	19.7	21.1
Percent (Number) of Cohorts within Grade with None-Use Attitudinal Norm*		100% (14)	100% (18)	100% (17)	100% (32)	96.8% (30)	93.8% (30)	93.3% (28)
Total Number of Cohorts Sampled within Grade		14	18	17	32	31	32	30

abstinence attitudinal norm

* - Majority of cohort in grade believe "tobacco use is never a good thing to do."

Table 4. Percent of Students Accurately Perceiving Actual Tobacco Non-Use Attitudinal Norm by Grade and School Type (for all grade cohorts where the non-use attitude is the norm)

School Type	Grade							Cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Small - Rural	84.7	63.9	42.5	27.2	20.8	19.4	17.6	10/17
Large - Rural	81.8	62.8	49.7	25.4	21.0	17.1	21.0	3/2
Large - Suburban/Urban	nd	nd	nd	40.8	28.4	24.5	17.7	0/4
Large - Urban	75.4	57.4	47.2	28.1	22.6	19.8	20.0	5/9

nd - no data

Table 5. Illicit Drug Abstinence Among Middle and High School Students and Grade Specific Cohort Norms of Abstinence

	Grade						
(N)	6 (2,169)	7 (2,507)	8 (2,316)	9 (5,660)	10 (4,869)	11 (4,229)	12 (3,223)
Percent Never Using	96.2	92.1	83.3	73.4	66.0	59.0	58.8
Percent (Number) of Cohorts within Grade with Abstinence Norms	100% (17)	100% (22)	100% (20)	100% (33)	96.9% (31)	84.8% (28)	83.9% (26)
Total Number of Cohorts Sampled within Grade	17	22	20	33	32	33	31

Abstinence norm

Table 6. Percent of Students Accurately Perceiving Actual Illicit Drug Abstinence Norm by Grade and School Type (for all grade cohorts where abstinence is the norm)

School Type	Grade							Cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Small - Rural	64.6	47.5	24.8	10.3	5.0	4.4	3.4	13/19
Large - Rural	62.3	33.9	13.3	5.3	4.6	3.2	nd & na	4/2
Large - Suburban/Urban	nd	nd	nd	18.9	6.0	1.9	1.9	0/3
Large - Urban	55.7	30.7	16.1	5.3	3.1	3.4	3.2	5/9

nd - no data

na - abstinence not the norm

Table 7. Alcohol Use among Middle and High School Students and Grade Specific Cohort Norms of Never or Rare Consumption

	Grade							
	(N)	6 (2,203)	7 (2,544)	8 (2,345)	9 (5,851)	10 (5,051)	11 (4,400)	12 (3,406)
Frequency of Use (%)								
Never or rarely		95.1	91.2	79.3	67.6	59.5	51.7	45.4
Monthly		3.0	5.3	13.6	20.2	24.7	27.9	30.1
Weekly		2.0	3.5	7.1	12.2	15.8	20.4	24.5
Percent (Number) of Cohorts within Grade with Never or Rarely Use Norm		100% (17)	100% (22)	100% (20)	94.1% (32)	75.8% (25)	58.8% (20)	37.5% (12)
Total Number of Cohorts Sampled within Grade		17	22	20	34	33	34	32

never or consume only 1-2 times per year

Table 8. Percent of Students Accurately Perceiving Actual Alcohol Norm of Never or Rare Use by Grade and School Type (for all grade cohorts where never or only 1-2 times per year is the norm)

School Type	Grade							Cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Small - Rural	81.8	68.8	41.8	21.4	12.9	10.1	12.6	13/17
Large - Rural	86.1	66.8	37.8	11.5	7.7	na	na	4/2
Large - Suburban/Urban	nd	nd	nd	35.8	10.2	6.3	4.3	0/4
Large - Urban	81.8	62.3	46.6	17.7	10.3	7.1	6.1	5/9

nd - no data

na - never or rarely use not the norm

Table 9. Accuracy Rates for Perceptions of the Student Peer Drinking Norm for Number of Drinks at Parties in Grade

	Grade						
	6	7	8	9	10	11	12
Accurate Perception of Norm							
Percent Accurately Perceiving the Norm	45.6	26.2	14.6	8.2	8.2	10.1	10.4
Overestimate of Norm							
Percent Overestimating Drink Norm	54.4	73.4	84.6	89.6	87.6	82.7	81.7
Average Overestimate of Drinks (mean)	(1.9)	(2.2)	(2.7)	(3.1)	(3.3)	(3.2)	(3.0)
Underestimate of Norm							
Percent Underestimating Drink Norm	0.0	0.4	0.8	2.2	4.2	7.3	8.0
Average Underestimate of Drinks (mean)	na	(-1.0)	(-1.0)	(-1.1)	(-1.4)	(-1.5)	(-1.5)

na - not applicable

Table 10. Parental Limits to Drinking among Middle and High School Students and Grade Specific Cohort Norms

Type of Limits (%)	Grade							
	(N)	6 (590)	7 (580)	8 (533)	9 (3,467)	10 (2,825)	11 (2,541)	12 (1,826)
No drinking except few sips at family/religious gathering or some drinking with parent when only family present		94.3	92.8	89.1	85.7	82.3	77.3	70.7
Some drinking with friends if parent present		2.2	2.4	6.8	6.2	6.4	7.2	7.8
Drinking allowed without parent if not drunk or driving		1.5	1.4	1.9	4.0	6.2	9.9	14.3
No limits		2.0	3.4	2.3	4.1	5.1	5.7	7.1
Percent (Number) of Cohorts with a Norm of No Drinking allowed or Only Limited Drinking with Family but No Friends Present		100% (6)	100% (6)	100% (5)	100% (17)	100% (16)	100% (17)	100% (15)
Total Number of Cohorts Sampled within Grade		6	6	5	17	16	17	15

No drinking or some drinking with family but no friends norm

Table II. Accuracy Rates of Students' Perceptions of Parental Limit Norm among Middle and High School Students by Grade

	Grade							Cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Percent of Students Correctly Perceiving No Drinking or Some Drinking with Family but Not With Friends Norm in Grade	90.8	89.6	84.4	73.1	68.2	62.8	57.9	6/17

Table 12. Seat Belt Use among Middle and High School Students and Grade Specific Cohort Norms of "Almost Always" Use

	Grade							
	(N)	6 (1,166)	7 (1,387)	8 (1,382)	9 (4,793)	10 (4,089)	11 (3,591)	12 (2,841)
Frequency of Use (%)								
Almost always (90-100% of time)		62.0	54.3	51.7	53.6	62.6	71.2	73.6
Usually (75% of time)		15.5	17.7	19.8	21.0	17.5	12.5	11.1
Half (50% of time)		6.4	8.6	8.3	9.3	7.5	6.6	4.8
Seldom (25% of time)		4.1	6.1	8.5	6.1	4.7	3.5	3.9
Almost (never 0-10%)		11.9	13.4	11.6	10.0	7.7	6.2	6.5
Percent (number) of Cohorts within Grade with Almost Always Use Norm		88.9%(8)	53.8%(7)	46.2%(6)	65.4%(17)	80%(20)	88.5%(23)	88%(22)
Total Number of Cohorts Sampled within Grade		9	13	13	26	25	26	25

almost always use norm

Table 13. Percent of Students Accurately Perceiving Actual Seat Belt Use Norm ("Almost Always") by Grade and School Type (for all grade cohorts where "almost always" use is the norm)

School Type	Grade							Cohorts in grades 6-8/9-12
	6	7	8	9	10	11	12	
Small - Rural	17.5	15.8	12.3	18.3	23.0	25.9	27.5	5/13
Large - Rural	19.2	15.0	15.8	19.6	24.0	20.9	37.6	3/2
Large - Suburban/Urban	nd	nd	nd	19.7	18.3	26.6	31.0	0/6
Large - Urban	20.2	12.1	12.7	9.5	11.8	15.3	16.2	2/3

nd - no data

TABLE 14. Unstandardized and standardized regression coefficients predicting number of alcoholic drinks typically consumed at parties and social occasions among secondary school students (N=23,447)

Independent Variables	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)
Perception of how many alcoholic drinks are typically consumed by other students in their school grade	.62	.56
Actual norm (median) for number of alcoholic drinks typically consumed by other students in their school grade	.24	.12
Gender (male vs. female)	.29	.06
Age	.16	.12
Grade in school	-.20	-.14
Participation in theatre, dance or musical group (yes vs. no)	-.28	-.05
Participation in organized school sports (yes vs. no)	.01 ^{ns}	.00 ^{ns}

^{ns} Coefficient is not significant, $p > .001$; coefficients for all other independent variables are significant at $p < .001$ (t-test of B, $df=23,440$).

TABLE 15. Unstandardized and standardized regression coefficients predicting percent of time secondary school students use seat belts when driving or riding in a motor vehicle (N=17,686)

Independent Variables	Unstandardized Coefficient (B)	Standardized Coefficient (Beta)
Perception of what percent of time other students in their school grade use seat belts	.63	.57
Actual norm (median) for percent of time other students in their school grade use seat belts	.21	.07
Gender (male vs. female)	-4.85	-.08
Age	-.95	-.06
Grade in school	1.26	.07
Drives to school (yes vs. no)	.74 ^{ns}	.01 ^{ns}

^{ns} Coefficient is not significant, $p > .001$; coefficients for all other independent variables are significant at $p < .001$ (t-test of B, $df=17,680$).

APPENDIX I

**Percent of Students Accurately Perceiving Actual Tobacco Abstinence Norm by Grade and School
among Middle and High School Students**

	Grade						
	6	7	8	9	10	11	12
Percent (Number) of Cohorts within Grade with Abstinence Norm	100% (18)	100% (22)	100% (20)	100% 35	97.1% (33)	94.3% (33)	81.8% (27)
Total Number of Cohorts Sampled within Grade	18	22	20	35	34	35	33
School Type	Percent of Students Correctly Perceiving Actual Abstinence Norm						
1 small rural middle school	42.3	7.7	nd				
2 small rural middle school	45.5	27.8	2.5				
3 small rural middle school	28.4	8.0	0.0				
4 small rural middle school	nd	14.0	7.9				
5 small rural middle school	nd	95.7	27.6				
6 small rural middle school	76.7	33.3	13.3				
7 small rural middle school	62.5	17.1	15.7				
8 small rural middle school	29.0	28.1	22.6				
9 small rural middle school	nd	31.3	7.4				
10 small rural middle school	nd	39.1	12.7				
11 small rural middle school ‡	34.0	30.4	nd				
12 small rural middle school	87.0	54.7	26.7				
13 small rural middle school †	69.4	72.3	46.6				
1 large rural middle school	16.8	5.8	1.6				
2 large rural middle school	61.5	14.8	4.8				
3 large rural middle school	56.0	33.9	23.3				
4 large rural middle school	48.9	30.3	15.5				
1 large urban middle school	39.6	18.8	13.5				
2 large urban middle school ‡	38.2	17.8	11.5				
3 large urban middle school	43.8	14.1	9.2				
4 large urban middle school ‡	41.0	22.5	15.8				
5 large urban middle school	37.2	34.5	16.2				
1 small rural high school				2.4	0.0	na	2.7
2 small rural high school				8.9	0.0	0.0	0.0
3 small rural high school				6.9	2.8	1.9	0.0
4 small rural high school				13.6	4.8	4.5	0.0
5 small rural high school †				2.8	0.0	4.9	4.4
6 small rural high school				10.0	7.1	4.0	4.2
7 small rural high school				1.3	na	2.1	na
8 small rural high school				3.4	2.8	3.2	0.0
9 small rural high school				6.1	0.0	1.4	3.0
10 small rural high school				7.4	5.9	2.8	4.2
11 small rural high school ‡				3.7	6.4	3.1	2.0
12 small rural high school				8.0	5.4	2.4	2.3
13 small rural high school ‡				15.6	6.2	na	nd
14 small rural high school †				9.8	8.7	7.1	7.3
15 small rural high school †				31.3	13.8	5.4	5.5
16 small rural high school †				9.8	6.8	3.9	4.0
17 small rural high school † *				20.0	0.0	6.7	na
18 small rural high school ‡				4.1	1.2	6.4	na
19 small rural high school ‡				5.9	2.4	2.2	na
20 small rural high school † *				9.3	7.3	1.4	3.3
1 large rural high school				0.8	nd	3.5	nd
2 large rural high school ‡				7.7	5.2	2.7	3.5
1 large suburban/urban high school *				18.0	9.9	5.5	2.6
2 large suburban/urban high school				19.3	5.0	6.7	5.9
3 large suburban/urban high school *				14.3	14.9	6.2	6.1
4 large suburban/urban high school				6.6	2.2	1.4	na
1 large urban high school				3.3	3.2	4.4	1.9
2 large urban high school ‡				7.7	2.8	1.2	4.2
3 large urban high school				5.2	3.4	1.8	3.4
4 large urban high school ‡				5.7	3.2	5.7	4.2
5 large urban high school ‡				4.4	7.6	3.4	3.0
6 large urban high school				7.2	2.8	3.9	3.3
7 large urban high school				4.5	2.6	2.0	0.7
8 large urban high school ‡				5.2	4.7	2.6	3.6
9 large urban high school				7.1	7.5	10.4	0.7

note: Small middle schools <=399 and small high schools <= 799

† - paper survey distribution

‡ - school conducting second or later round of survey

* - private or alternative school

nd - no data

na - abstinence not the norm

APPENDIX II

Percent of Students Accurately Perceiving Actual Tobacco Non-Use Attitudinal Norm by Grade and School among Middle and High School Students by School

	Grade						
	6	7	8	9	10	11	12
Percent (Number) of Cohorts within Grade with Non-Use Attitudinal Norm ^a	100% (14)	100% (18)	100% (17)	100% (32)	96.8% (30)	93.8% (30)	93.3% (28)
Total Number of Cohorts Sampled within	14	18	17	32	31	32	30
School Type	Percent of Students Correctly Perceiving Non-Use Attitudinal Norm						
1 small rural middle school	nd	46.1	29.2				
2 small rural middle school	nd	81.0	51.6				
3 small rural middle school	86.7	61.9	46.7				
4 small rural middle school	80.0	63.4	52.9				
5 small rural middle school	84.4	62.5	48.4				
6 small rural middle school	nd	65.7	39.8				
7 small rural middle school	nd	62.1	42.0				
8 small rural middle school ‡	72.9	78.2	nd				
9 small rural middle school	88.9	79.5	51.0				
10 small rural middle school †	88.2	76.8	59.7				
1 large rural middle school	87.3	53.8	49.5				
2 large rural middle school	85.3	75.4	52.6				
3 large rural middle school	71.8	60.6	47.6				
1 large urban middle school	73.9	65.0	47.8				
2 large urban middle school ‡	76.1	51.1	55.4				
3 large urban middle school	75.0	49.2	36.7				
4 large urban middle school ‡	75.8	61.0	49.6				
5 large urban middle school	75.2	67.4	43.0				
1 small rural high school				28.6	45.8	47.6	na
2 small rural high school †				16.0	6.3	11.3	5.6
3 small rural high school				36.7	32.1	36.0	20.8
4 small rural high school				11.7	15.9	12.8	15.0
5 small rural high school				23.0	23.0	19.4	20.0
6 small rural high school				20.8	15.1	13.0	16.5
7 small rural high school				26.1	22.7	13.0	10.4
8 small rural high school ‡				20.4	17.3	12.4	10.9
9 small rural high school				28.8	17.9	28.6	17.4
10 small rural high school ‡				38.5	35.4	na	nd
11 small rural high school †				29.4	29.0	32.9	28.9
12 small rural high school †				65.7	29.6	28.4	34.6
13 small rural high school †				33.7	23.0	30.2	36.0
14 small rural high school † *				0.0	na	na	na
15 small rural high school ‡				20.5	22.1	20.6	20.7
16 small rural high school ‡				30.0	14.4	16.5	7.6
17 small rural high school † *				23.0	25.4	11.1	9.7
1 large rural high school				22.1	nd	18.4	nd
2 large rural high school ‡				29.4	21.0	15.6	21.0
1 large suburban/urban high school *				31.0	33.3	23.4	9.4
2 large suburban/urban high school				51.8	28.2	27.3	18.6
3 large suburban/urban high school *				45.7	37.1	28.0	27.4
4 large suburban/urban high school				24.5	16.2	16.0	10.9
1 large urban high school				26.9	21.2	22.6	17.5
2 large urban high school ‡				28.7	27.4	23.3	27.8
3 large urban high school				24.4	14.2	14.2	14.5
4 large urban high school ‡				33.8	23.2	24.7	22.9
5 large urban high school ‡				22.3	21.9	18.7	17.6
6 large urban high school				29.5	19.5	14.9	17.5
7 large urban high school				22.1	18.5	11.1	17.4
8 large urban high school ‡				28.5	24.3	19.0	22.1
9 large urban high school				35.5	31.2	30.1	23.2

note: Small middle schools <=399 and small high schools <= 799

^a - Majority of cohort in grade believe "tobacco use is never a good thing to do."

† - paper survey distribution

‡ - school conducting second or later round of survey

* - private or alternative school

nd - no data

na - abstinence not the norm

APPENDIX III

Percent of Students Accurately Perceiving Actual Illicit Drug Abstinence Norm by Grade and School among Middle and High School Students

		Grade						
		6	7	8	9	10	11	12
Percent (Number) of Cohorts within Grade with Abstinence Norms		100% (17)	100% (22)	100% (20)	100% (33)	100% (32)	87.9% (29)	87.1% (27)
Total Number of Cohorts Sampled within Grade		17	22	20	33	32	33	31
School Type	Percent of Students Accurately Perceiving Actual Abstinence Norm							
1 small rural middle school	46.2	14.3	nd					
2 small rural middle school	59.4	50.0	5.1					
3 small rural middle school	45.3	20.2	2.2					
4 small rural middle school	nd	30.3	12.9					
5 small rural middle school	nd	90.5	54.5					
6 small rural middle school	nd	71.4	60.0					
7 small rural middle school †	82.1	42.5	25.5					
8 small rural middle school	46.9	43.8	41.9					
9 small rural middle school	nd	55.4	31.3					
10 small rural middle school	nd	53.3	30.4					
11 small rural middle school ‡	51.1	66.1	nd					
12 small rural middle school	92.0	73.8	30.3					
13 small rural middle school †	79.3	72.9	50.8					
1 large rural middle school	34.7	17.5	8.6					
2 large rural middle school	77.4	34.4	9.6					
3 large rural middle school	67.2	39.2	19.8					
4 large rural middle school	54.5	40.5	14.0					
1 large urban middle school	54.0	32.3	19.2					
2 large urban middle school ‡	53.0	29.3	17.3					
3 large urban middle school	59.8	24.1	9.3					
4 large urban middle school ‡	57.7	31.5	18.9					
5 large urban middle school	50.9	48.1	16.9					
1 small rural high school				2.6	3.5	4.5	2.6	
2 small rural high school				15.6	11.8	0.0	4.2	
3 small rural high school				4.9	4.7	0.0	0.0	
4 small rural high school				57.1	20.0	5.0	0.0	
5 small rural high school				3.7	1.7	2.5	5.5	
6 small rural high school				16.7	14.3	8.0	8.3	
7 small rural high school				0.0	1.4	0.0	0.0	
8 small rural high school				14.0	1.4	9.7	4.0	
9 small rural high school				7.2	na	4.8	na	
10 small rural high school				13.8	9.1	2.8	4.3	
11 small rural high school ‡				3.2	2.1	na	3.0	
12 small rural high school				3.8	5.6	1.2	na	
13 small rural high school ‡				21.5	6.3	6.7	nd	
14 small rural high school †				9.3	5.8	8.4	4.4	
15 small rural high school †				36.8	3.8	5.3	1.3	
16 small rural high school †				20.5	9.6	3.8	4.1	
17 small rural high school ‡				10.0	2.5	8.5	8.1	
18 small rural high school ‡				3.5	2.5	na	na	
19 small rural high school †*				13.8	11.5	6.3	0.0	
1 large rural high school				2.8	nd	2.9	nd	
2 large rural high school ‡				8.2	4.6	3.5	na	
1 large suburban/urban high school				25.8	7.6	2.5	2.5	
2 large suburban/urban high school *				21.2	7.8	1.1	2.1	
3 large suburban/urban high school				5.4	1.1	na	0.0	
1 large urban high school				6.6	2.1	6.4	2.7	
2 large urban high school ‡				8.3	5.6	1.8	7.0	
3 large urban high school				5.6	2.5	2.4	2.8	
4 large urban high school ‡				7.1	3.7	3.8	5.2	
5 large urban high school ‡				9.2	4.7	4.4	4.1	
6 large urban high school				1.7	1.8	na	1.7	
7 large urban high school				5.4	3.4	3.6	0.8	
8 large urban high school ‡				4.0	1.6	na	na	
9 large urban high school				3.4	3.7	2.0	0.7	

note: Small middle schools <=399 and small high schools <= 799

† - paper survey distribution

‡ - school conducting second or later round of survey

* - private or alternative school

nd - no data

na - abstinence not the norm

APPENDIX IV

Percent of Students Accurately Perceiving Actual Alcohol Norm of Never or Rare Use by Grade and School among Middle and High School Students

	Grade						
	6	7	8	9	10	11	12
Grade with Never or Rarely Use Norm	100% (17)	100% (22)	100% (20)	94.1% (32)	75.8% (25)	58.8% (20)	37.5% (12)
Total Number of Cohorts Sampled within Grade	17	22	20	34	33	34	32
School Type	Percent of students correctly perceiving actual never or rarely use norm						
1 small rural middle school	78.8	50.8	nd				
2 small rural middle school	78.8	65.7	22.5				
3 small rural middle school	62.5	29.2	9.8				
4 small rural middle school	nd	61.9	23.4				
5 small rural middle school	nd	100.0	58.3				
6 small rural middle school	nd	85.7	66.7				
7 small rural middle school	94.7	61.5	56.0				
8 small rural middle school	71.0	68.8	64.5				
9 small rural middle school	nd	68.2	42.5				
10 small rural middle school	nd	77.5	49.7				
11 small rural middle school ‡	74.5	78.6	nd				
12 small rural middle school	95.0	93.0	61.8				
13 small rural middle school †	94.2	90.6	75.0				
1 large rural middle school	67.3	42.5	29.9				
2 large rural middle school	90.5	61.9	22.1				
3 large rural middle school	95.1	79.0	53.4				
4 large rural middle school	84.9	77.8	40.9				
1 large urban middle school	86.3	67.0	50.9				
2 large urban middle school ‡	76.1	61.7	47.8				
3 large urban middle school	83.5	55.7	35.1				
4 large urban middle school ‡	83.3	60.7	49.6				
5 large urban middle school	83.8	77.1	56.6				
1 small rural high school				14.6	12.3	na	5.3
2 small rural high school				35.6	26.5	0.0	20.0
3 small rural high school				11.9	8.3	na	na
4 small rural high school				47.6	28.6	36.4	na
5 small rural high school †				na	na	na	na
6 small rural high school				16.7	18.5	28.0	16.7
7 small rural high school				na	na	na	na
8 small rural high school				10.2	na	3.2	na
9 small rural high school				6.7	na	na	na
10 small rural high school				23.1	11.8	7.5	na
11 small rural high school ‡				11.1	6.4	na	na
12 small rural high school				19.1	7.4	na	na
13 small rural high school ‡				34.9	20.0	8.3	nd
14 small rural high school †				28.1	15.1	8.3	na
15 small rural high school †				52.0	16.7	8.4	na
16 small rural high school †				36.9	18.1	7.5	na
17 small rural high school ‡				24.8	na	13.7	na
18 small rural high school ‡				12.3	na	na	na
19 small rural high school †*				33.0	14.5	na	na
1 large rural high school				9.7	nd	na	nd
2 large rural high school ‡				13.7	7.7	na	na
1 large suburban/urban high school *				40.4	16.0	10.2	3.2
2 large suburban/urban high school				39.2	7.4	2.8	na
3 large suburban/urban high school *				49.0	15.8	8.4	5.1
4 large suburban/urban high school				14.8	5.5	na	na
1 large urban high school				19.0	8.6	6.8	5.8
2 large urban high school ‡				25.3	10.7	7.6	11.8
3 large urban high school				19.5	8.1	4.2	5.1
4 large urban high school ‡				19.5	12.2	9.5	10.2
5 large urban high school ‡				16.5	14.1	7.9	7.6
6 large urban high school				12.3	na	na	na
7 large urban high school				16.0	8.6	5.6	1.5
8 large urban high school ‡				12.6	na	na	na
9 large urban high school				22.1	10.4	8.4	0.7

note: Small middle schools <=399 and small high schools <= 799

† - paper survey distribution

‡ - school conducting second or later round of survey

* - private or alternative school

nd - no data

na - never or rarely use not the norm

APPENDIX V

**Percent of Students Accurately Perceiving Actual Seat Belt Use Norm ("Almost Always") by Grade and School
(for all grade cohorts where almost always use is the norm)**

	Grade						
	6	7	8	9	10	11	12
Percent (number) of Cohorts within Grade with Almost Always Use Norm	88.9%(8)	53.8%(7)	46.2%(6)	65.4%(17)	80%(20)	88.5%(23)	88%(22)
Total Number of Cohorts Sampled within Grade	9	13	13	26	25	26	25
School Type	Percent of students correctly perceiving actual never or rarely use norm						
1 small rural middle school	nd	na	na				
2 small rural middle school	nd	22.7	na				
3 small rural middle school	nd	na	na				
4 small rural middle school	10.5	na	na				
5 small rural middle school	na	na	na				
6 small rural middle school	nd	15.7	13.4				
7 small rural middle school	25.6	14.1	na				
8 small rural middle school †	10.2	na	9.3				
1 large rural middle school	17.0	na	na				
2 large rural middle school	22.1	17.5	16.5				
3 large rural middle school	20.1	13.3	15.2				
1 large urban middle school ‡	23.6	12.1	15.3				
2 large urban middle school	13.8	12.0	5.2				
1 small rural high school				na	na	0.0	na
2 small rural high school †				na	na	na	na
3 small rural high school				na	28.6	na	4.2
4 small rural high school				na	na	na	na
5 small rural high school				na	16.1	6.7	4.2
6 small rural high school				17.0	27.3	26.4	35.0
7 small rural high school				na	16.4	39.0	27.4
8 small rural high school ‡				24.6	29.1	39.7	31.0
9 small rural high school				17.6	17.2	17.1	19.5
10 small rural high school †				10.7	20.6	16.7	21.7
11 small rural high school †				19.0	20.0	15.8	24.1
12 small rural high school †				14.5	19.2	13.5	16.3
13 small rural high school ‡				13.6	na	19.8	39.3
14 small rural high school ‡				20.8	27.3	40.2	38.2
15 small rural high school † *				14.7	21.2	11.9	27.9
1 large rural high school				na	nd	12.6	nd
2 large rural high school ‡				19.6	24.0	30.6	37.6
1 large suburban/urban high school				17.3	15.4	25.6	33.1
2 large suburban/urban high school *				24.0	33.7	38.8	43.7
3 large suburban/urban high school				na	7.8	12.2	6.4
1 large urban high school ‡				19.2	14.0	23.6	28.6
2 large urban high school ‡				15.3	16.3	28.1	25.0
3 large urban high school				na	16.8	15.8	21.3
4 large urban high school				5.7	6.5	8.2	6.1
5 large urban high school ‡				7.4	8.2	14.5	11.3
6 large urban high school				6.3	na	6.4	10.3

note: Small middle schools <=399 and small high schools <= 799

† - paper survey distribution

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nd - no data

na - never or rarely use not the norm