

Appendix D: Charts on Selected Data

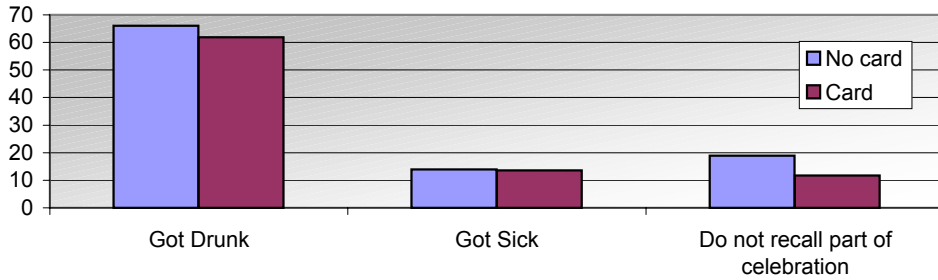
NUMBERS OF INDIVIDUALS INCLUDED IN SURVEY

	Yes	No	Total
Celebrated Birthday	1602	128	1731
Celebration Included Alcohol	1387	215	1602

PERCENT OF THOSE WHO REPORTED USING ALCOHOL IN THEIR BIRTHDAY CELEBRATION

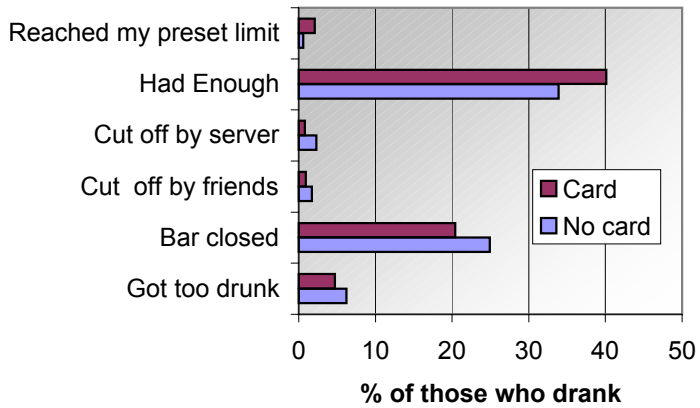
	No card	Card
Planned to Limit Drinks Before Celebration	50.6	52.8

Percent Of Those Who Drank



Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research at Michigan State University, May, 2002.

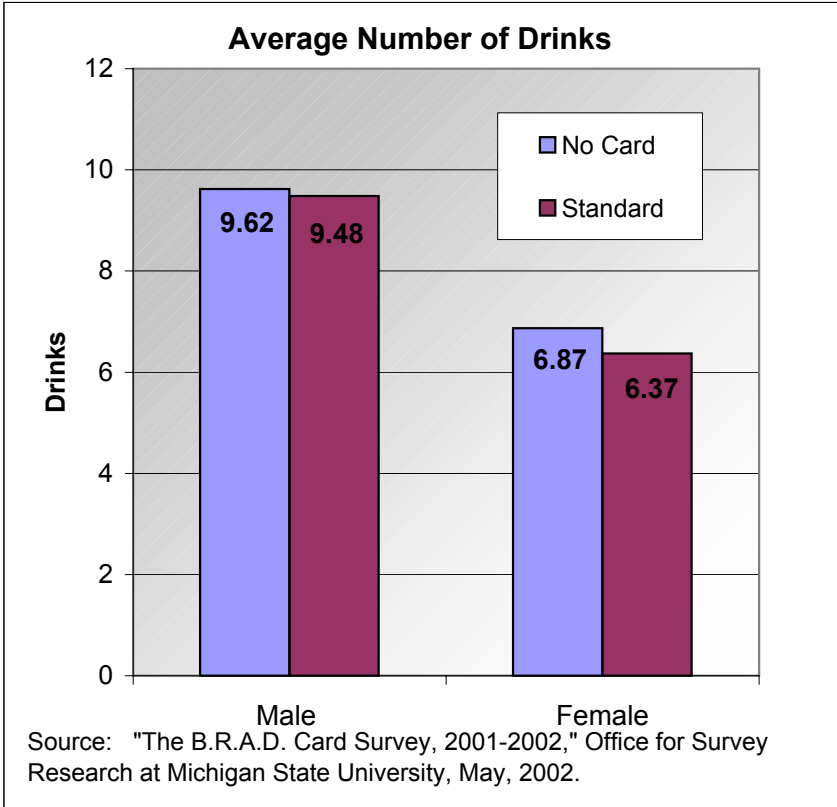
Why did you stop drinking when you did?



Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research at Michigan State University, May, 2002.

**PERCENT OF THOSE WHO REPORTED USING ALCOHOL
IN THEIR BIRTHDAY CELEBRATION**

Did you drink before your 21st birthday?	
Yes	85.5
No	14.5

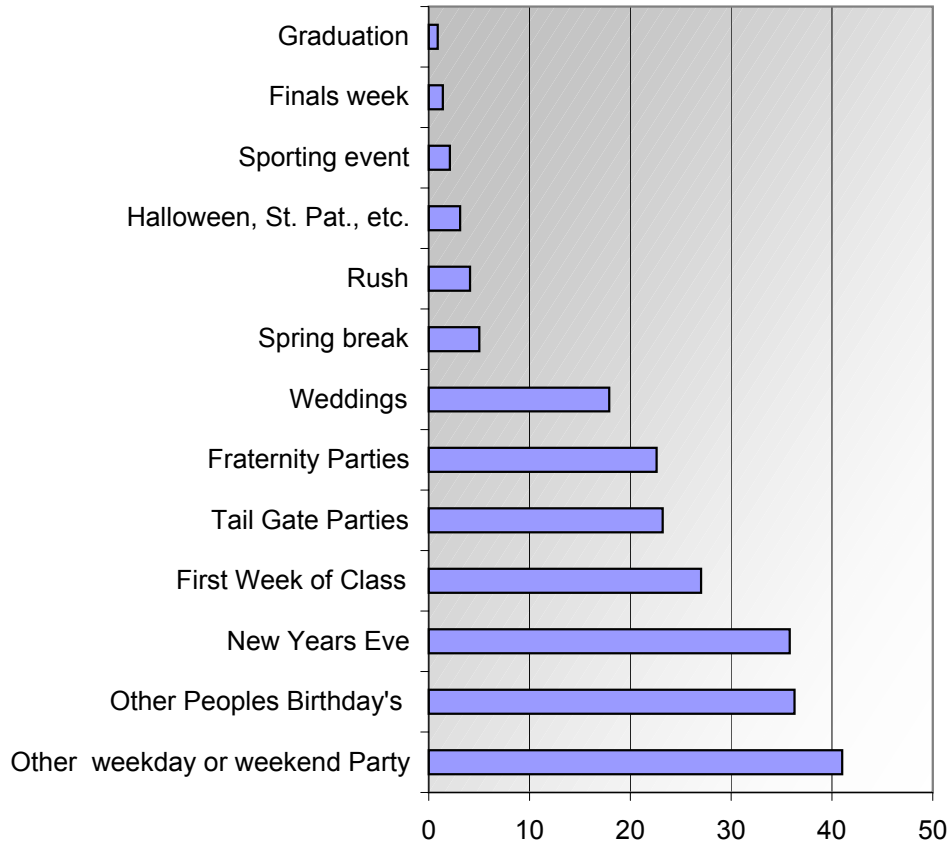


**PERCENT OF THOSE WHO REPORTED USING ALCOHOL
IN THEIR BIRTHDAY CELEBRATION**

Other Occasions they Drank As Much or More than on 21st Birthday

Yes	81.5
No	18.5

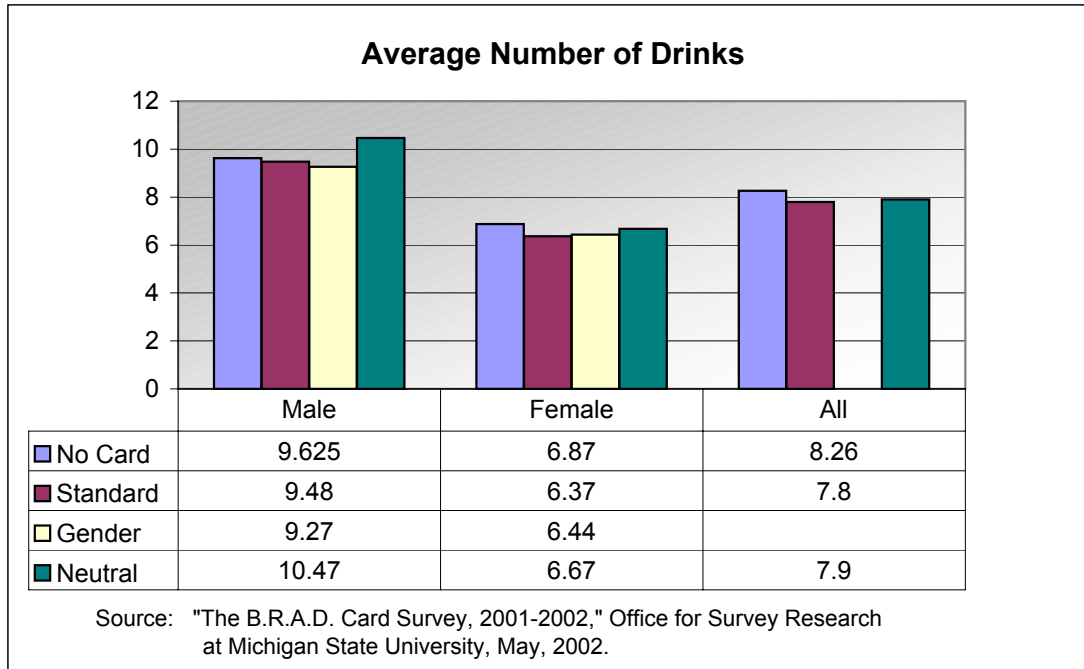
**Percent who Reported Drinking As Much or More on
an Occasion other than 21st Birthday**



Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research at Michigan State University, May, 2002.

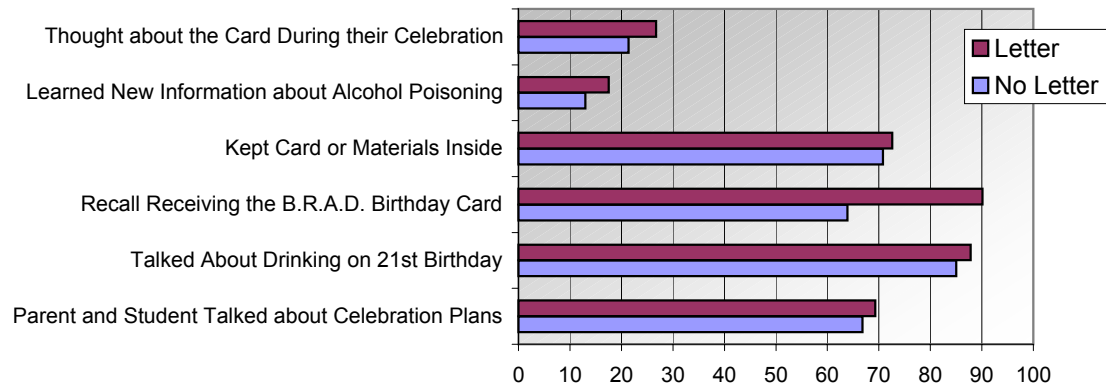
Regarding the Gender Specific Insert Information

Percent Who Reported Drinking	No Card	Standard	Female Insert	Male Insert	Neutral Insert	Total
Learned Something New About Alcohol Poisoning	N/A	13.4	19.1	14.3	15	15
Took Wallet Card to Celebration	N/A	6.9	13	11.9	6.3	9.9
Made Plans for Someone To Watch Them						
-during the celebration	62.8	66.9	74.2	57.6	66.8	66.5
-after the celebration	56.7	57.7	64.1	47.2	63.3	58.2



Regarding the letter sent to the parents

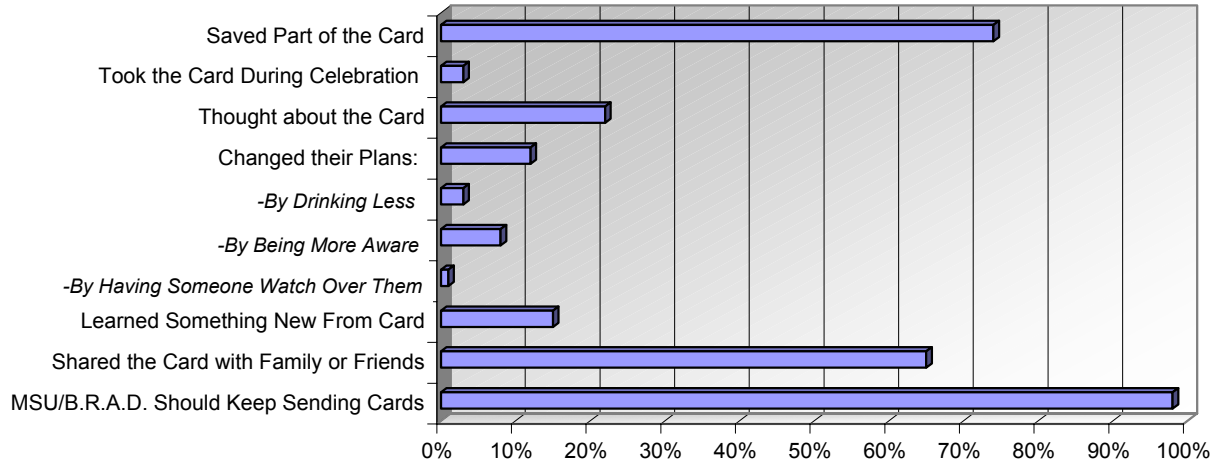
Percent Comparison when Parent Received Letter



Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research at Michigan State University, May, 2002.

Outcomes on 21st Birthday Celebration of Students Who Recall Receiving the Card

**Outcomes on 21st Birthday Celebration
of Students Who Recall Receiving the Card**



Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research at Michigan State University, May, 2002.

Source: "The B.R.A.D. Card Survey, 2001-2002," Office for Survey Research, Institute for Public Policy and Social Research at Michigan State University, May, 2002. Principal Investigators: Dr. Dennis Martell and Dr. Charles Atkin
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