At A Glance: Millersville University Social Norms Fact Sheet

Campus Data

56% of MU students described their health as very good or excellent (59% Nationally).

The top 5 factors students reported as having an impact on their individual academic performance include:

1. Stress
2. Anxiety
3. Sleep difficulties
4. Work
5. Depression

93% of MU students reported an overall stress level of average, more than average, or tremendous sometime in the past 12 months (90% Nationally).

88% of MU students felt overwhelmed by all they had to do sometime in the past 12 months (84% Nationally).

65% of MU students felt tired, dragged out, or sleepy during the day on 3-7 of the past 7 days (59% Nationally).

56% of MU students felt overwhelming anxiety within the past year (51% Nationally).

26% of MU students never used alcohol (21% Nationally).

Student perception is that only 4% of students never used alcohol (4% Nationally).

61% of MU students had 4 or fewer drinks the last time they partied or socialized (60% Nationally). *Includes only those students reporting one or more drinks.

98% of MU students used risk reduction strategies when drinking (97% Nationally), including:

- 84% ate before or during partying (78% Nationally)
- 70% kept track of how many drinks they had (65% Nationally)
- 87% stayed with the same group of friends when partying (84% Nationally)
- 87% used a designated driver (83% Nationally)

72% of MU students never used cigarettes (70% Nationally).

Student perception is that only 6% of students never used cigarettes (8% Nationally).

68% of MU students never used marijuana (62% Nationally).

Student perception is that only 7% of students never used marijuana (9% Nationally).

54% of MU students who had vaginal intercourse in the past 30 days used a condom or protective barrier (50% Nationally).

72% of MU students performed moderate-intensity cardio or aerobic exercise for at least 30 minutes 1-7 days a week (77% Nationally).

MU College Student Health Behaviors: What's Really Going On?

Information was gathered from the American College Health Association's National Collegiate Health Assessment (ACHA-NCHA).

Millersville University, November, 2013.

The Social Norms Approach:

There are misperceptions about college life, involving risky behavior such as alcohol, drug use, sex, etc.

Social Norms Marketing provides actual information to correct these misperceptions, so students are better informed of the reality of campus life.

There were 1,019 (out of the 7,310 invited to participate) Millersville University respondents for ACHA’s fall 2013 National Collegiate Health Assessment. Nationally, 123,078 students completed the assessment in spring 2013.

For additional information and resources: www.millersville.edu/wandw/socialnorms