

At a Glance:

Misperceptions of Substance Use

Perceptions hold importance and tend to drive behavior. A person may behave differently or use a substance at a different rate than they otherwise would if they perceive substance use to be common. In the following document, the misperception is the percentage of Missouri college students that reported they thought other students use certain substances. The reality is the percentage of Missouri college students who actually use certain substances.

Alcohol

Drinks on a typical night of drinking



Misperception

3.81 drinks consumed



Reality

2.13 drinks consumed

Missouri college student alcohol consumption



Misperception

98% consume alcohol



Reality

70% consume alcohol

JUUL

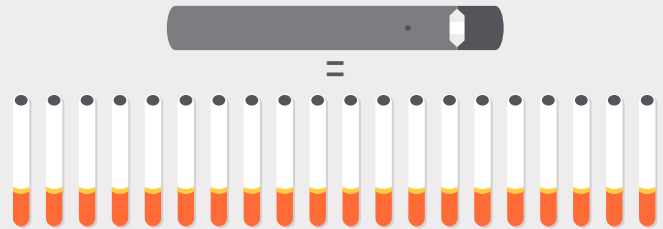
Misperception

JUULing is safer than cigarette smoking and other tobacco products.

Reality

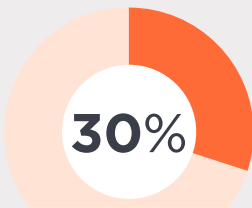
JUULing is not safer than cigarette smoking and other tobacco products. The amount of nicotine in one JUUL pod is equivalent to a pack of cigarettes. Juuls are likely to create an enormous increase in young people addicted to nicotine.

Smoking 1 JUUL pod is the same as smoking 20 cigarettes.

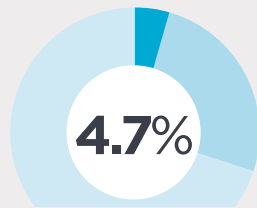


Cannabis

Consumed cannabis 1-2 times/month

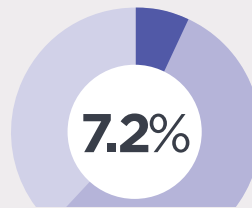


Misperception

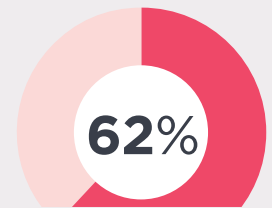


Reality

Have never consumed cannabis



Misperception



Reality