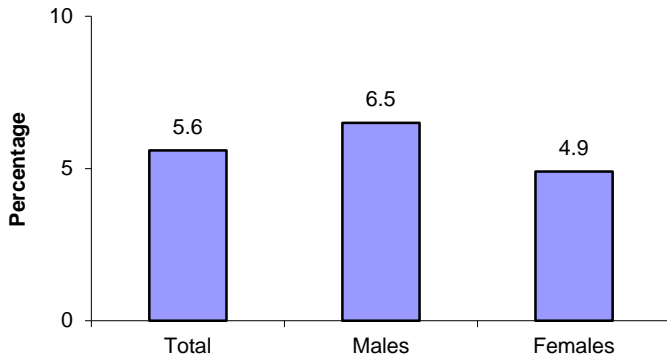


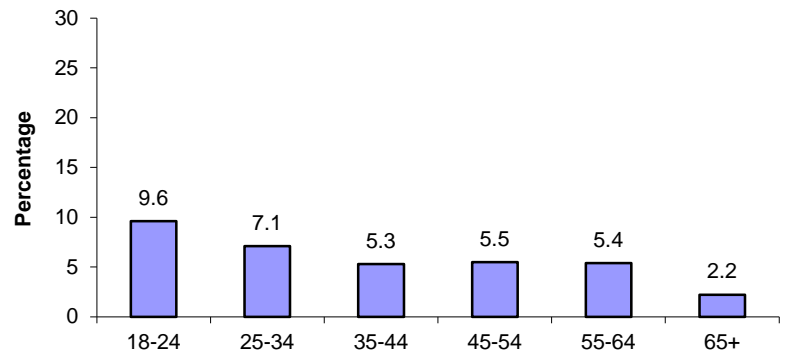
SURVEILLANCE UPDATE

Heavy Drinking* Among Adults: 2011 N.C. Behavioral Risk Factor Surveillance System

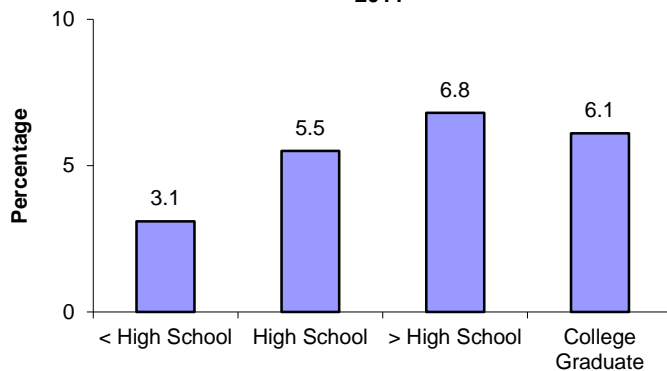
Percentage of people in N.C. who reported heavy drinking, by gender: N.C. BRFSS 2011



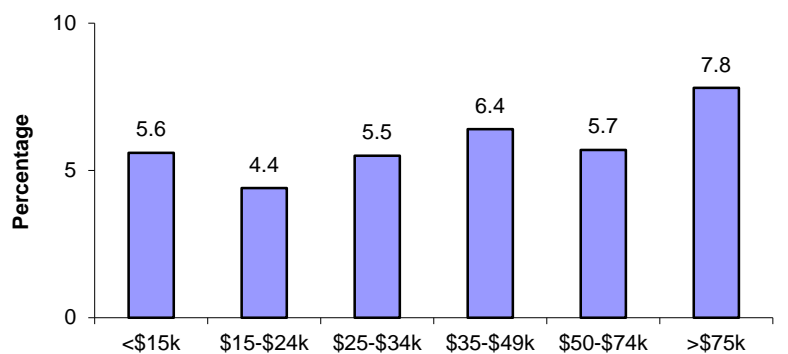
Percentage of people in N.C. who reported heavy drinking, by age group: N.C. BRFSS 2011



Percentage of people in N.C. who reported heavy drinking, by educational attainment: N.C. BRFSS 2011



Percentage of people in N.C. who reported heavy drinking, by income: N.C. BRFSS 2011



*Heavy drinking: adult men having more than 2 drinks per day, adult women having more than 1 drink per day

The North Carolina Behavioral Risk Factor Surveillance System (N.C. BRFSS) provides a critical source of public health data for understanding the scope of injury-related problems and measuring progress toward overall statewide goals. The North Carolina BRFSS Survey is a random-digit-dialing telephone survey of non-institutionalized adults, ages 18 and older. Beginning in 2011, BRFSS methodology changed to add cell phone interviews and adopted an improved weighting method known as raking. Both changes allow for more accurate survey estimates. However, data from 2011 and beyond will not be comparable to data from years prior. In 2011, more than 10,500 respondents completed the survey by landline and 1,000 by cellphone. Every year a core set of injury-related questions are asked. In 2011, injury-related questions were asked on topics regarding falls, seatbelt use, traumatic brain injury, and sexual and physical violence. This surveillance update includes data collected in 2011 on 11,550 surveys. Results presented here are for adults who reported heavy drinking (males having two or more drinks per day or females having more than one drink per day). Percentages are weighted to population characteristics. See the N.C. BRFSS website for more information, specific details on item responses, and data limitations: