Use*  
% who used in last 30 days

Risk  
% seeing "great risk" in having 5+ drinks in a row once or twice each weekend

Disapproval  
% disapproving of having 5+ drinks in a row once or twice each weekend

Availability  
% saying "fairly easy" or "very easy" to get

Source. The Monitoring the Future study, the University of Michigan.

*Beginning in 1993, a revised set of questions on alcohol use was introduced, in which a drink was defined as "more than just a few sips."