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## REASONS ASSOCIATED WITH ALCOHOL USE IN YOUNG PORTUGUESE STUDENTS

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**Objectives:** This study aimed to determine the motivations for the consumption of alcohol by young adults in higher education.

**Methods:** In a cross-sectional study, of a quantitative nature, we have worked with a sample of 354 students (61.60% women), aged between 18 and 35 (M = 20.86 years, Dp = 3.52).

**Results:** It was a daily consumption of alcohol in 28.6% of students. The motivations described as being associated with the consumption of alcoholic beverages are: because gives you pleasure (25.7%), to be happy (24.0%), for uninhibited (18.7%), to forget the problems of everyday life (13.3%), to relate to others who also drink (7.9%), to calm (7.4%), because they miss family and friends (6.8%), to forget problems / angry with her boyfriend or friends (5.9%).

**Conclusions:** Evidence presented here based guidelines for preventive and health promotion in the university context.