

## ABSTRACT

### PREVALENCE OF TOBACCO USE AMONG THE 18- TO 24-YEAR-OLD STUDENT POPULATION AT CALIFORNIA STATE UNIVERSITY, FRESNO

The purpose of the investigation was to compare the prevalence rates of tobacco use within a randomly selected student sample during the Spring 2001 and Spring 2002 semesters at California State University, Fresno. The students completed a university-approved survey designed to collect data on their demographics and tobacco use behaviors and beliefs. The problem statement asked if there was a difference in the age, gender, and ethnicity of tobacco users between the two semesters. The sampling represented 650 registered students between the ages of 18 and 24 years. Data confirmed there were no significant differences between the Spring 2001 and Spring 2002 survey periods, but the prevalence rate of the surveyed students was significantly lower than the state of California reported average during the same period. Further investigation is needed to determine if the tobacco industry's marketing has shifted to this segment of the adult population.

Vincent Richard Jenkins  
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