

Facts About Tobacco Use Among College Students

- **From 1993 to 1997, the prevalence of current (30-day) cigarette smoking rose by 27.8% in the college population. (Wechsler et al, 1998)**
- **28.5% of college students are current smokers. (Ibid.)**
- **28% of college smokers began to smoke regularly at or after age 19, at which point most were already in college. (Ibid.)**
- **Half of the current college smokers had tried unsuccessfully to quit in the previous year. (Ibid.)**
- **Tobacco companies have recently shifted their marketing strategies to target college students. (Adler et al, 2000)**
- **Cigarettes are the tobacco product of choice for college students. (Rigotti et al, 2000)**
- **College students are occasional cigar smokers. Less than 1% of current (past 30-day) cigar users smoked them daily. Currently, 8.5% of college smokers smoke cigars. (Ibid.)**
- **Cigar smoking is more popular among students who consider fraternities, sororities, and attending sporting events important. (Ibid.)**
- **Students' perception of peer smoking is higher than the actual rate. For example, a survey conducted at the University of Washington showed that students thought that 94.4% of the student body smoked. In reality, only 34.4% of the student body smoked. (University of Washington, 1999)**

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