

# Drug Usage Among Women Attending SFA

Researcher: Kimberly Pepper  
Sponsor: Dr. Joe K. Ballenger

## Introduction:

### What is the objective?

The purpose of this study is to determine illegal drug usage among women attending Stephen F. Austin State University.

## Overview:

### What is being found?

- Who is the average female drug user on SFA's campus?
- What illegal drugs are being used by women attending SFA?
- Why are illegal drugs being used by attending SFA?
- How are illegal drug users perceived by women attending SFA?
- How serious is drug addiction at SFA?

### Who was asked and how?

A face-to-face oral survey was administered to a convenience sample of women currently enrolled at Stephen F. Austin State University.

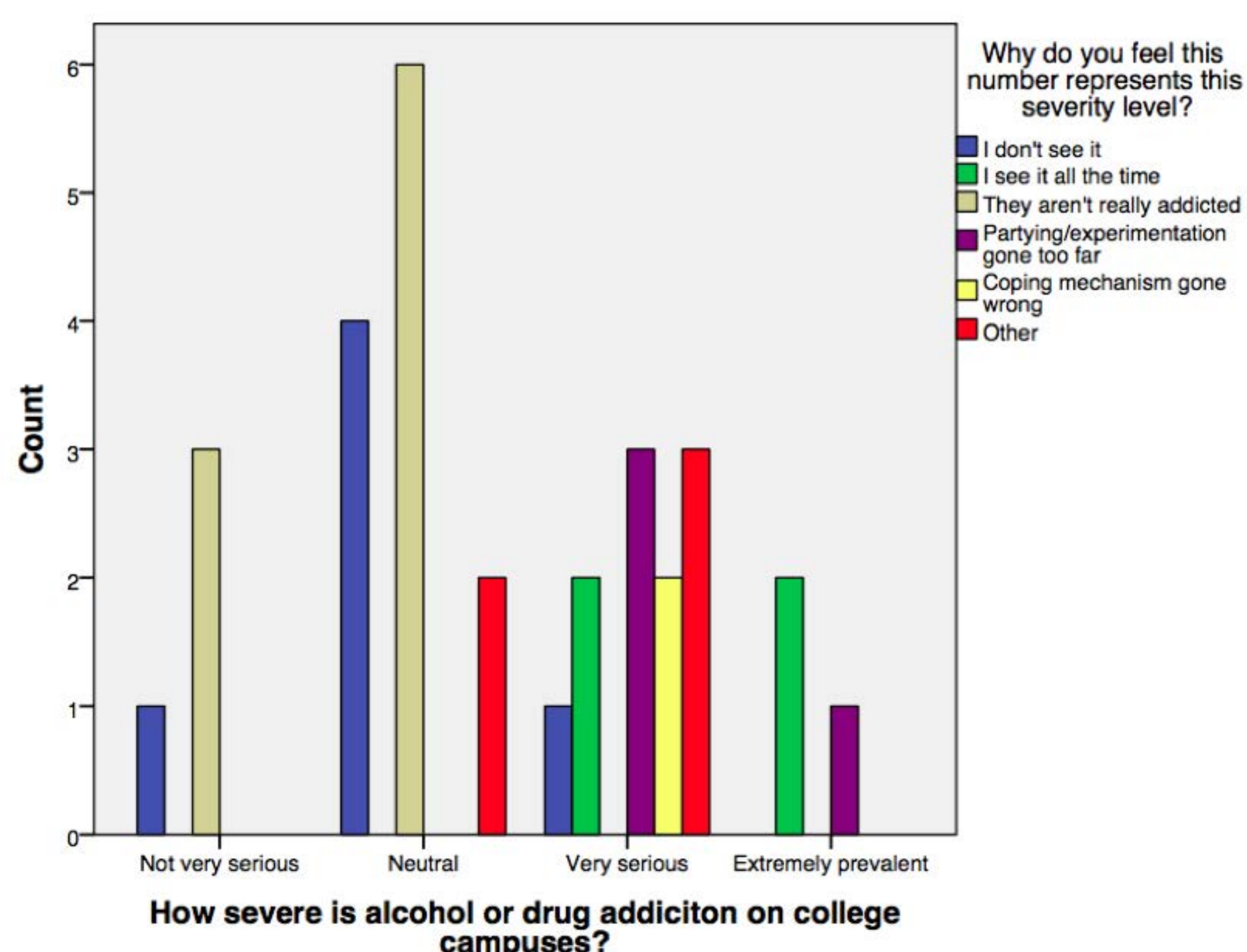
## Interviews:

### What was asked?

The three page survey consisted of various types of questions (open-ended, multiple choice, and scaled) to determine illegal drug usage among women attending SFA. The questions asked about the student's own usage, along with their opinions of illegal drug users, and their experience with addicts.

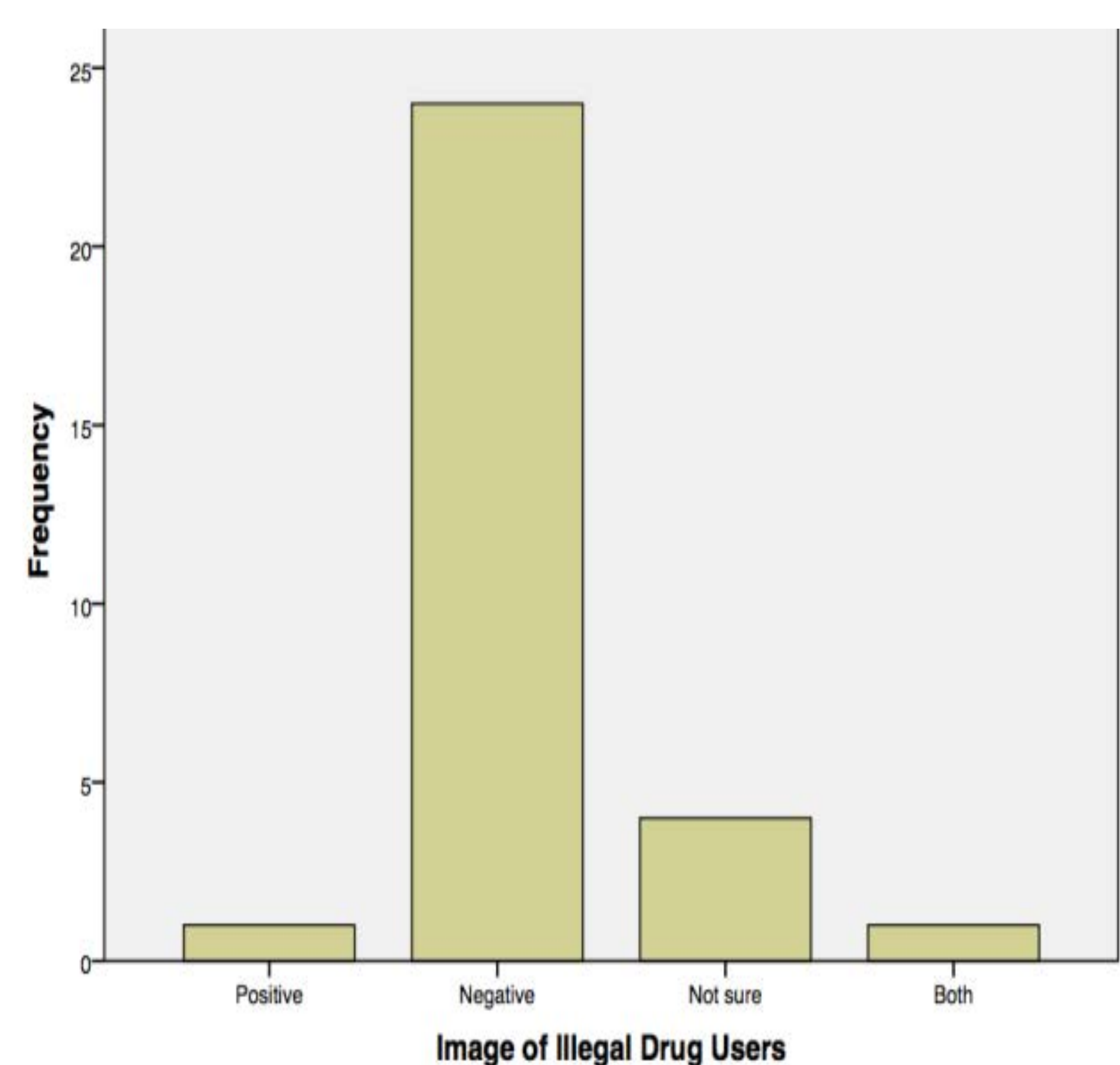
## Conclusions:

### Severity of Alcohol or Drug Addiction



This project was executed as part of a marketing research class for client Tobin Wells with the Alcohol and Drug Abuse Council of Deep East Texas.

### Image of Illegal Drug Users



### What drugs were part of the survey?

Respondents were questioned on their usage of the six major types of illegal drugs:

- Alcohol (if under 21)
- Marijuana
- Stimulants
- Depressants
- Hallucinogens
- Prescription Drugs (if used without prescription)

### What was determined?

- The three types of drugs that could be considered an issue are alcohol, marijuana, and prescription drugs.
- The most voted reason for using illegal drugs is the event of a social situation.
- Women with a classification of junior standing or higher are more likely to be using illegal drugs.
- Alcohol or drug addiction is considered to be more serious than not on SFA's campus.