



2011

MISSISSIPPI  
**Tobacco Data**  
2011 University Report

UNIVERSITY OF MISSISSIPPI





# UNIVERSITY SURVEY OF TOBACCO CONTROL

UNIVERSITY OF MISSISSIPPI | 2011

## ACKNOWLEDGMENT

This survey was made possible through support provided by the Mississippi State Department of Health. The opinions expressed herein are those of the authors and do not necessarily reflect the views of the Mississippi State Department of Health.

The survey instrument design was based on an extensive review of extant instruments such as the Social Climate Survey of Tobacco Control, the Current Population Survey – Tobacco Use Supplement, the National College Health Risk Behavior Survey, the Youth Tobacco Survey, the Harvard School of Public Health College Alcohol Survey, and was supplemented by additional relevant items.

## METHODS

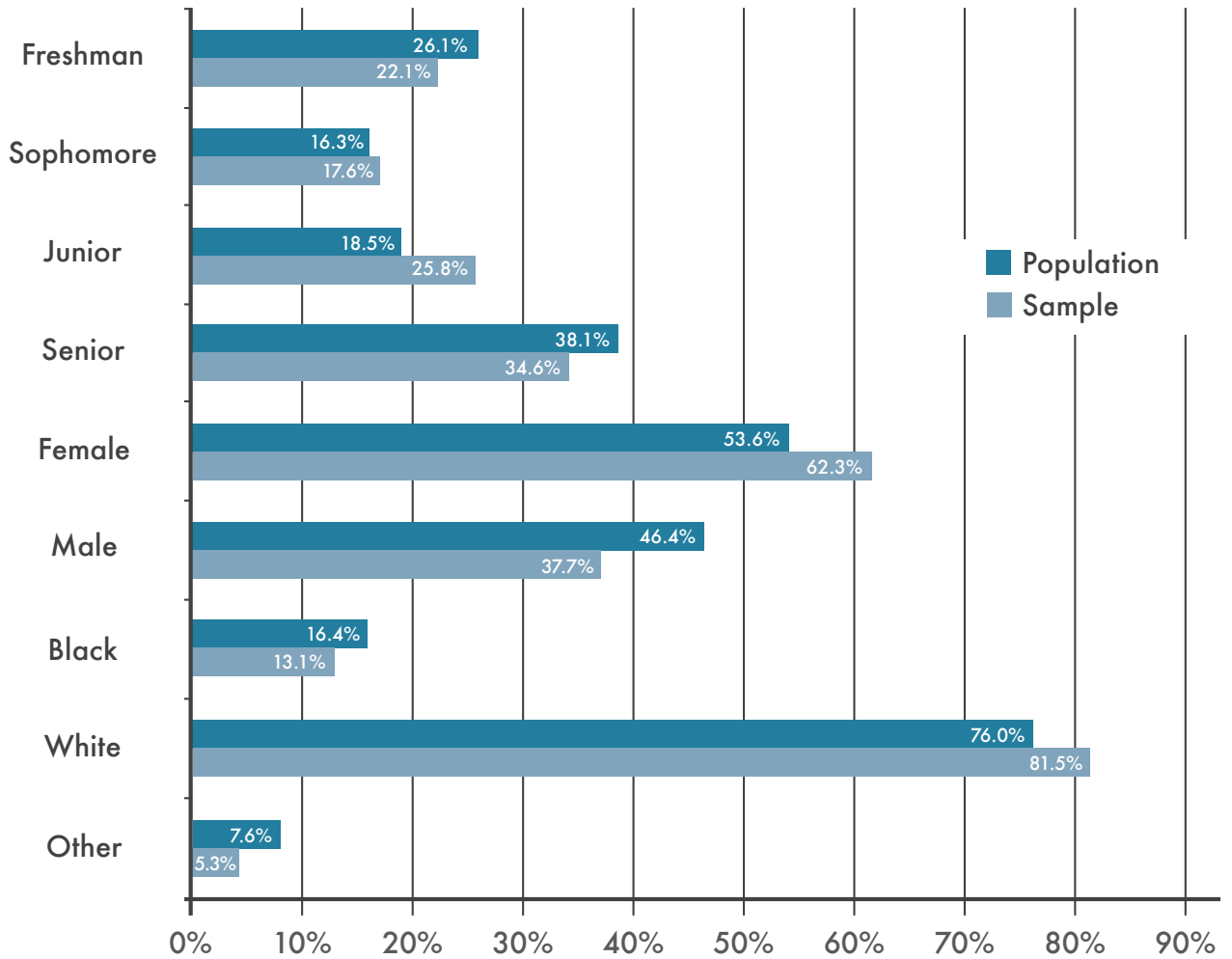
Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to university students at the University of Mississippi (UM). This web-based approach has extraordinary potential as the university provides internet access to students in multiple settings and issues each student an e-mail account. Moreover, students rely on e-mail and the internet to communicate with peers, professors, and university administrators.

Information Technology Services at UM provided 13,204 university student e-mail addresses. Of these 13,204 students, 624 completed the survey. All respondents were 18 years of age or older and university students at UM during the fall 2010 term. Respondents were screened before beginning the survey and students who were not yet 18 years of age or not currently taking at least one course during the fall 2010 term were not allowed to continue the survey.

Each student in the sample received an e-mail asking for their participation in the survey. Students who chose to participate clicked on an embedded URL address that linked the student to the survey web site. Respondents who did not complete the survey in one session were able to restart the survey at the last question answered. Up to two reminder e-mails were sent requesting the student's continued participation. Two reminder emails were also sent to each student who did not respond to the initial request for participation. No more than three emails were sent to any student in the sample.

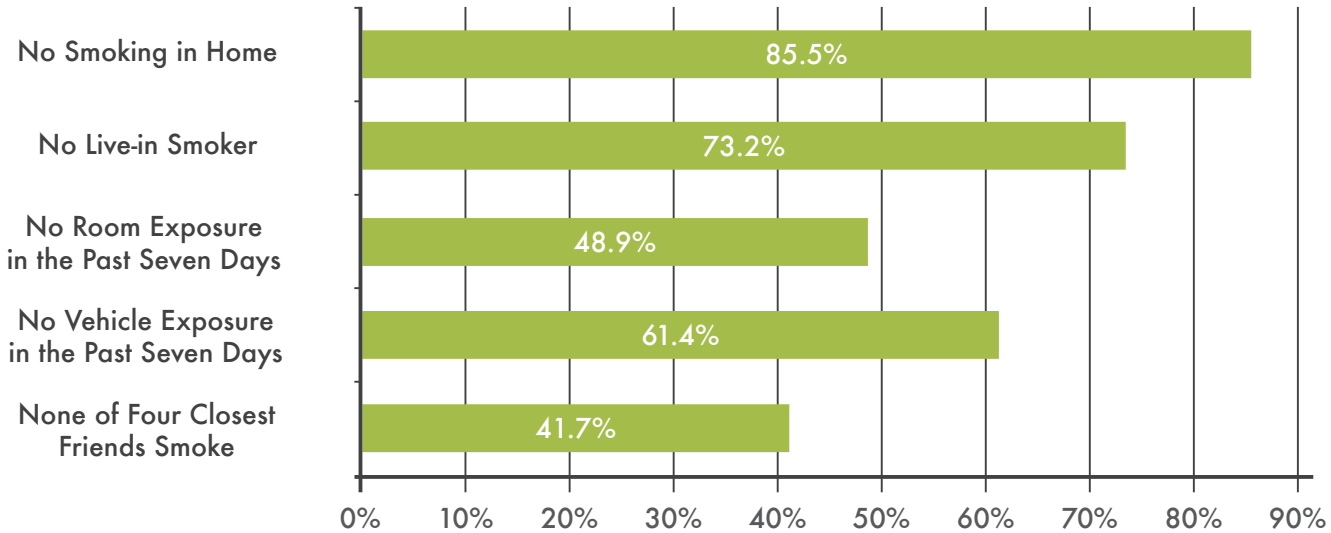
Several precautions were taken to protect the privacy of respondents. First, personal identifiers (e-mail addresses) were kept separate from the information collected from each respondent. This was accomplished by placing each in a separate database. The only common identifier to both databases was a respondent ID number. This identifier was destroyed as soon as data collection was complete. Second, security protocols were in place to protect the anonymity of the respondents. Linking the data collected from a student to their email address would require access to the three separate systems: 1) The Survey Research Unit server which requires an account on the server, a login ID, and a password, 2) The sample database which requires a different login ID and password, and 3) The questionnaire database which requires another and different login ID and password. This approach has been successfully applied by the Survey Research Unit at the Social Science Research Center to collect data via web-based surveys while protecting the confidentiality of the respondents.

# POPULATION & SAMPLE



# INDIVIDUAL PRACTICES

& EXPOSURE TO TOBACCO SMOKE



## NO SMOKING ALLOWED IN ANY PART OF HOME

- The percentage of students who live in a household where smoking is not allowed in any part of the home was significantly higher for female students (87.0%) than for male students (82.9%),  $p=.024$ , and significantly higher for white students (86.5%) than for black students (82.2%),  $p=.030$ .

## DO NOT LIVE WITH SMOKERS

- The percentage of students who do not live with smokers was significantly higher for female students (75.4%) than for male students (70.0%),  $p=.019$ .

## WERE NOT IN SAME ROOM WITH SMOKERS IN PAST SEVEN DAYS

- The percentage of students who were not in the same room as someone who was smoking in the past seven days was significantly higher for black students (62.2%) than for white students (45.9%),  $p < .001$ , and significantly higher for non-Greek students (52.6%) than for Greek students (40.5%),  $p < .001$ .

## DID NOT RIDE IN VEHICLE WITH SMOKER IN PAST SEVEN DAYS

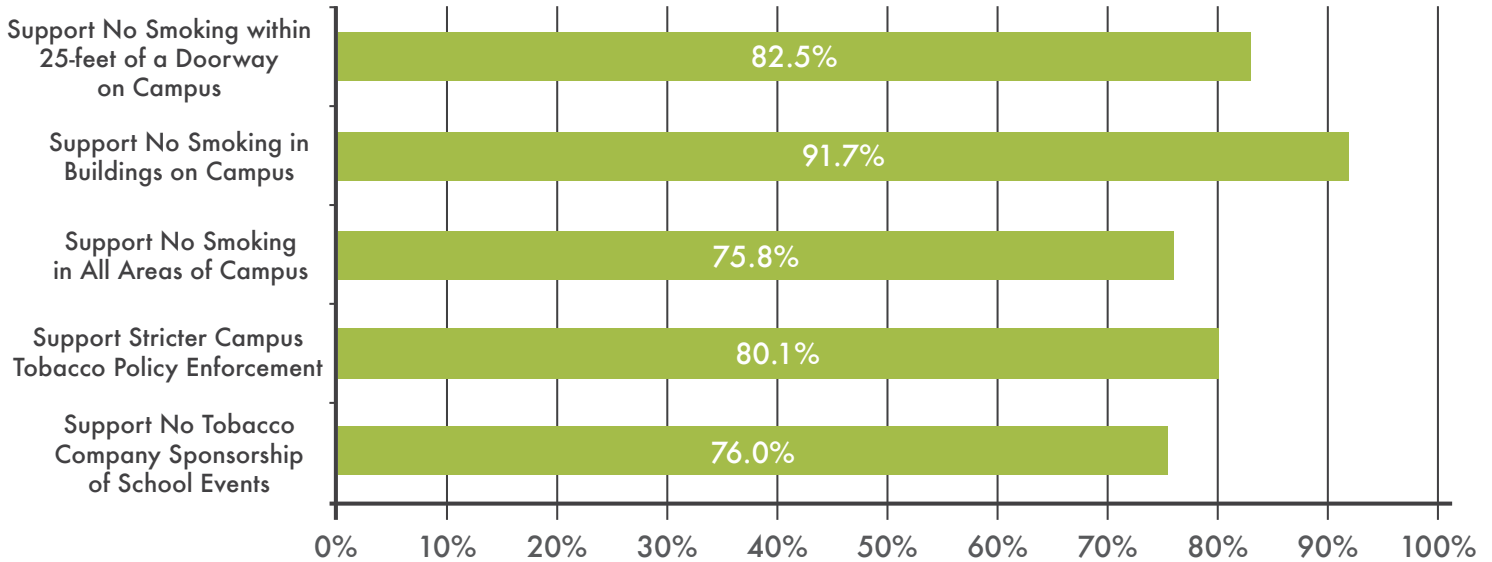
- The percentage of students who were not in a vehicle with someone who was smoking in the past seven days was significantly higher for female students (65.3%) than for male students (54.9%),  $p < .001$ , and significantly higher for non-Greek students (64.3%) than for Greek students (52.7%),  $p < .001$ . Also, it was significantly higher for black students (79.4%) than for white students (57.9%),  $p < .001$ .

## HAVE NO SMOKING FRIENDS AMONG FOUR CLOSEST FRIENDS

- The percentage of students who have no friends that smoke among their four closest friends was significantly higher for female students (46.7%) than for male students (33.1%),  $p < .001$ , and significantly higher for black students (63.5%) than for white students (37.9%),  $p < .001$ .

# SUPPORT

FOR TOBACCO CONTROL POLICIES



## SUPPORT NO SMOKING WITHIN 25-FEET OF A DOORWAY ON CAMPUS

- The percentage of students who support prohibiting smoking within 25-feet of a doorway on campus was significantly higher for female students (89.4%) than for male students (70.9%),  $p < .001$ , and significantly higher for black students (93.6%) than for white students (80.4%),  $p < .001$ .

## SUPPORT NO SMOKING IN BUILDINGS ON CAMPUS

- The percentage of students who support prohibiting smoking in every building on campus was significantly higher for female students (94.1%) than for male students (87.4%),  $p < .001$ .

## SUPPORT NO SMOKING IN ALL AREAS OF CAMPUS

- The percentage of students who support prohibiting smoking in all areas of campus was significantly higher for female students (83.3%) than for male students (63.3%),  $p < .001$ , significantly higher for black students (91.5%) than for white students (72.5%),  $p < .001$ , and significantly higher for non-Greek students (78.1%) than for Greek students (67.9%),  $p < .001$ .

## SUPPORT STRICTER CAMPUS TOBACCO POLICY ENFORCEMENT

- The percentage of students who support stricter enforcement of tobacco policies on campus was significantly higher for female students (88.4%) than for male students (65.6%),  $p < .001$ , significantly higher for black students (97.9%) than for white students (76.8%),  $p < .001$ , and significantly higher for non-Greek students (82.2%) than for Greek students (73.3%),  $p < .001$ .

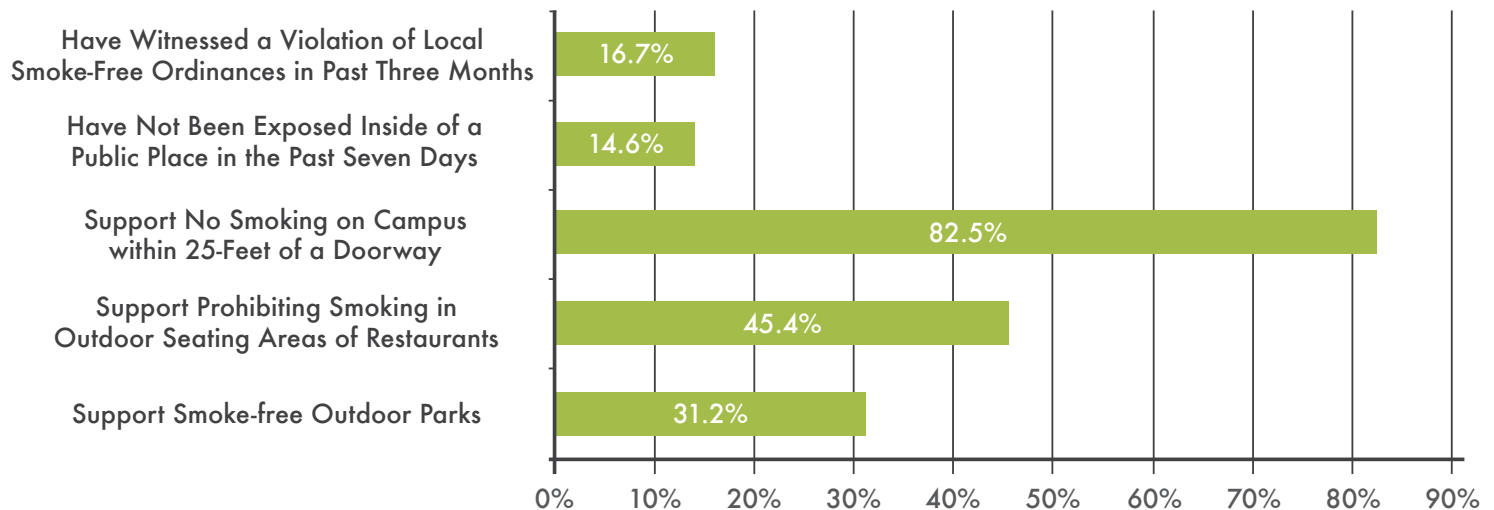
## SUPPORT NO TOBACCO COMPANY SPONSORSHIP OF SCHOOL EVENTS

- The percentage of students who support prohibiting tobacco company sponsorship of school events was significantly higher for female students (83.3%) than for male students (62.5%),  $p < .001$ , and significantly higher for non-Greek students (78.3%) than for Greek students (67.4%),  $p < .001$ .



# SMOKE-FREE POLICIES

IN THE COMMUNITY



## HAVE WITNESSED A VIOLATION OF LOCAL SMOKE-FREE ORDINANCES IN PAST THREE MONTHS

- The percentage of students who have witnessed a violation of local smoke-free ordinances in the past three months was significantly higher for male students (20.6%) than for female students (14.5%),  $p = .002$ , and significantly higher for Greek students (20.4%) than for non-Greek students (15.7%),  $p = .039$ .

## HAVE NOT BEEN EXPOSED TO SMOKE IN A PUBLIC PLACE IN PAST SEVEN DAYS

- The percentage of students who have not been exposed to smoke in a public place in the past seven days was significantly higher for non-Greek students (17.8%) than for Greek students (7.8%),  $p < .001$ , and significantly higher for black students (26.0%) than for white students (12.8%),  $p < .001$ .

## SUPPORT NO SMOKING ON CAMPUS WITHIN 25-FEET OF A DOORWAY

- The percentage of students who support prohibiting smoking on campus within 25-feet of a doorway was significantly higher for female students (89.4%) than for male students (70.9%),  $p < .001$ , and significantly higher for black students (93.6%) than for white students (80.4%),  $p < .001$ .

## SUPPORT PROHIBITING SMOKING IN OUTDOOR SEATING AREAS OF RESTAURANTS

- The percentage of students who support prohibiting smoking in outdoor seating areas of restaurants was significantly higher for female students (78.4%) than for male students (66.4%),  $p = .002$ .

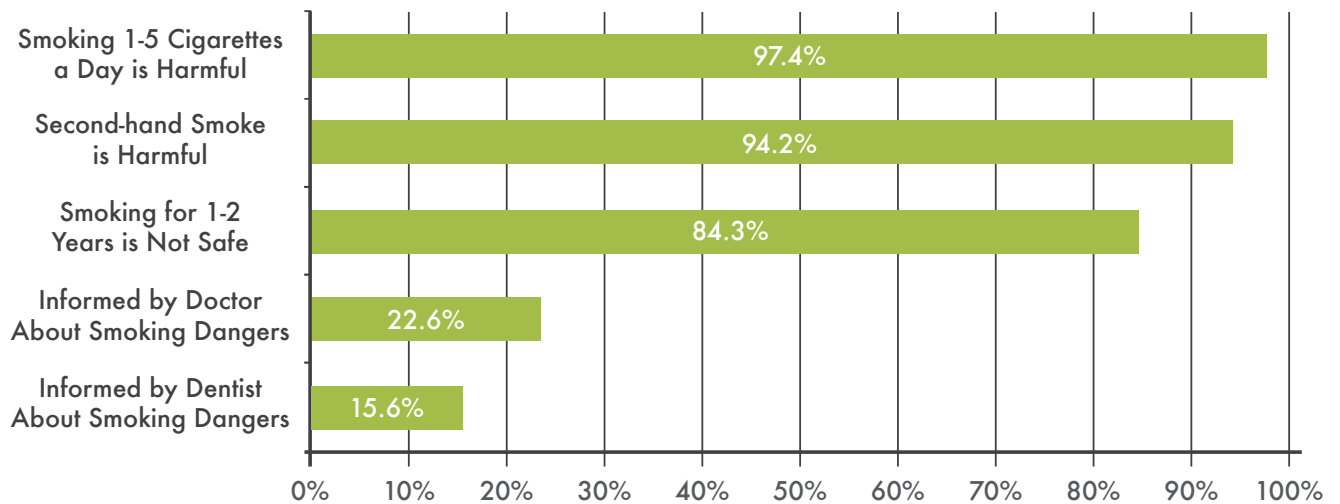
## SUPPORT PROHIBITING SMOKING IN OUTDOOR PARKS

- The percentage of students who support prohibiting smoking in outdoor parks was significantly higher for female students (38.3%) than for male students (19.5%),  $p < .001$ .



# HEALTH

BELIEFS & COUNSELING



## RECOGNIZE SMOKING 1-5 CIGARETTES A DAY IS HARMFUL

- The percentage of students who recognize that smoking 1-5 cigarettes a day is harmful was significantly higher for female students (98.6%) than for male students (95.3%),  $p < .001$ .

## RECOGNIZE SECOND-HAND SMOKE IS HARMFUL

- The percentage of students who recognize that second-hand smoke is harmful was significantly higher for female students (96.8%) than for male students (89.8%),  $p < .001$ .

## RECOGNIZE SMOKING ONLY 1-2 YEARS IS NOT SAFE

- The percentage of students who recognize that smoking for only 1-2 years is not safe was significantly higher for female students (89.9%) than for male students (74.9%),  $p < .001$ , and significantly higher for black students (89.9%) than white students (83.6%),  $p = .032$ .

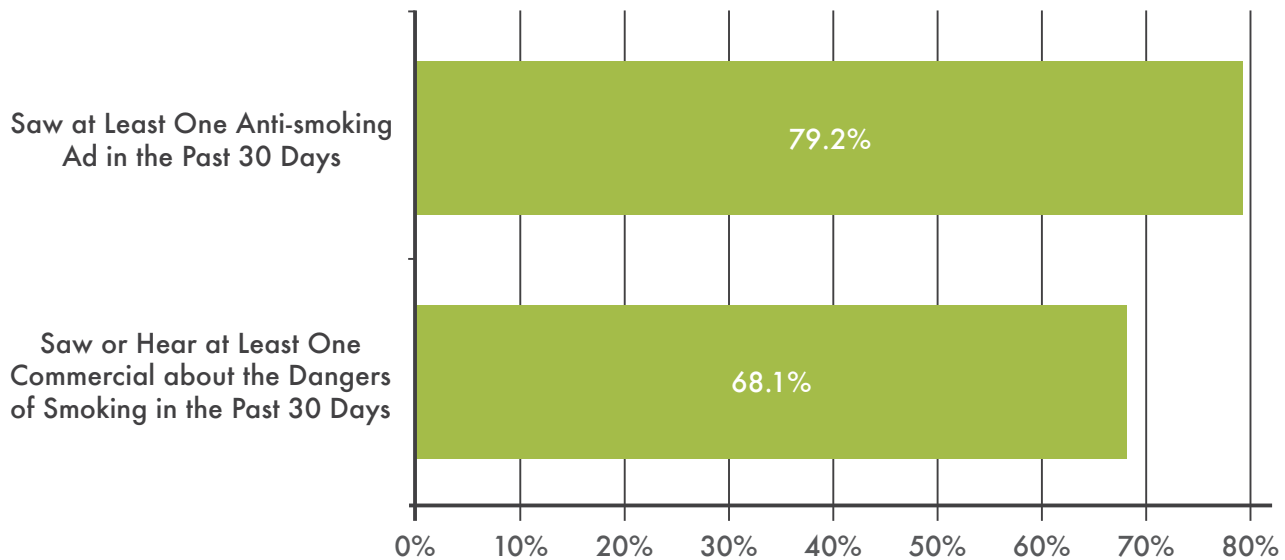
## WERE INFORMED BY DOCTOR ABOUT THE DANGERS OF SMOKING IN PAST 12 MONTHS

- The percentage of students who were informed by a doctor about the dangers of smoking was significantly higher for white students (23.9%) than for black students (14.5%),  $p = .018$ .

## WERE INFORMED BY DENTIST ABOUT THE DANGERS OF SMOKING IN PAST 12 MONTHS

- The percentage of students who have been informed by their dentist about the dangers of smoking in the past twelve months was significantly higher for male students (24.2%) than for female students (10.7%),  $p < .001$ , and significantly higher for white students (16.5%) than for black students (8.2%),  $p = .013$ .

# MASS MEDIA



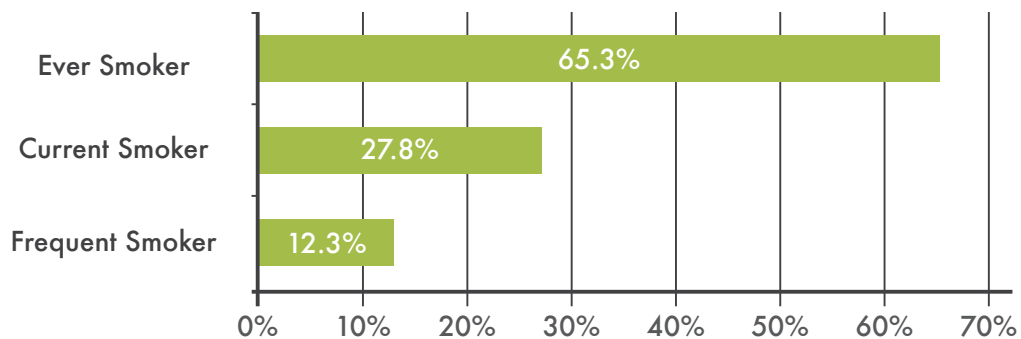
## HAVE SEEN ONE OR MORE ANTI-SMOKING ADS ON TELEVISION IN PAST 30 DAYS

- No significant differences

## HAVE SEEN OR HEARD COMMERCIALS ABOUT THE DANGERS OF SMOKING ON TV, RADIO, OR INTERNET IN PAST 30 DAYS

- No significant differences

# CIGARETTE SMOKING



## EVER SMOKER - HAVE TRIED AT LEAST ONE PUFF OF A CIGARETTE

- The percentage of students who are ever smokers was significantly higher for male students (72.7%) than for female students (60.8%),  $p < .001$ , and significantly higher for white students (69.8%) than for black students (41.6%),  $p < .001$ .

## CURRENT SMOKER - HAVE SMOKED ON ONE OR MORE DAYS OF THE PAST 30 DAYS

- The percentage of students who are current smokers was significantly higher for male students (36.2%) than for female students (22.8%),  $p < .001$ , significantly higher for white students (31.7%) than for black students (5.7%),  $p < .001$ , and significantly higher for Greek students (32.5%) than for non-Greek students (26.0%),  $p = .013$ .

## FREQUENT SMOKERS - HAVE SMOKED ON 20 OR MORE DAYS OF THE PAST 30 DAYS

- The percentage of students who are frequent smokers was significantly higher for white students (13.9%) than for black students (2.4%),  $p < .001$ , significantly higher for male students (15.5%) than for female students (10.5%),  $p = .003$ , and significantly higher for non-Greek students (14.0%) than for Greek students (9.5%),  $p = .021$ .

# OTHER TOBACCO USE

## CURRENT SMOKELESS TOBACCO USER - HAVE USED CHEWING TOBACCO, SNUFF, OR DIP ON ONE OR MORE DAYS OF THE PAST 30 DAYS

- The percentage of students who are current SLT users was significantly higher for male students (25.3%) than for female students (0.5%),  $p < .001$ , significantly higher for Greek students (17.0%) than for non-Greek students (6.9%),  $p < .001$ , and significantly higher for white students (11.5%) than for black students (1.0%),  $p < .001$ .

## FREQUENT SMOKELESS TOBACCO USER - HAVE USED CHEWING TOBACCO, SNUFF, OR DIP 20 DAYS OR MORE OF THE PAST 30 DAYS

- The percentage of students who are frequent SLT users was significantly higher for male students (13.4%) than for female students (0.1%),  $p < .001$ , significantly higher for Greek students (9.5%) than for non-Greek students (3.5%),  $p < .001$ , and significantly higher for white students (6.0%) than for black students (0.5%),  $p < .001$ .

## CURRENT CIGAR SMOKER - HAVE SMOKED A CIGAR, CIGARILLO, OR LITTLE CIGAR ON ONE OR MORE OF THE PAST 30 DAYS

- The percentage of students who are current cigar smokers was significantly higher for male students (19.1%) than for female students (4.7%),  $p < .001$ , and significantly higher for white students (11.4%) than for black students (4.3%),  $p = .002$ .

## FREQUENT CIGAR SMOKER - HAVE SMOKED A CIGAR, CIGARILLO, OR LITTLE CIGAR ON ONE OR MORE OF THE PAST 30 DAYS

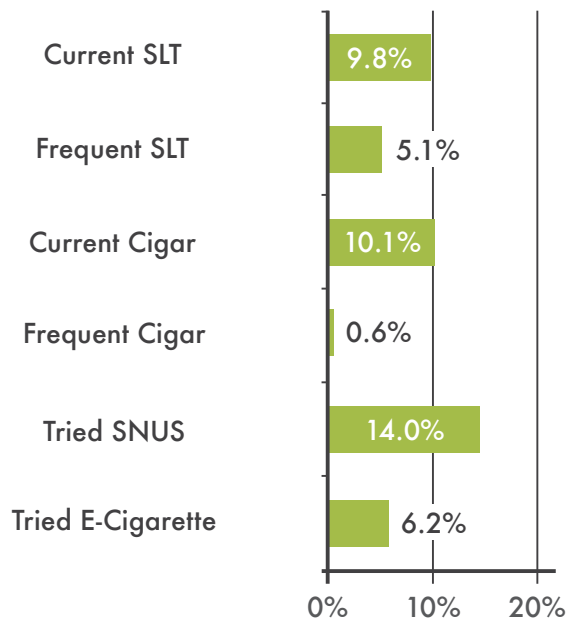
- No significant differences.

## EVER TRIED SNUSS - HAS TRIED SNUSS, SUCH AS CAMEL OR MARLBORO SNUSS

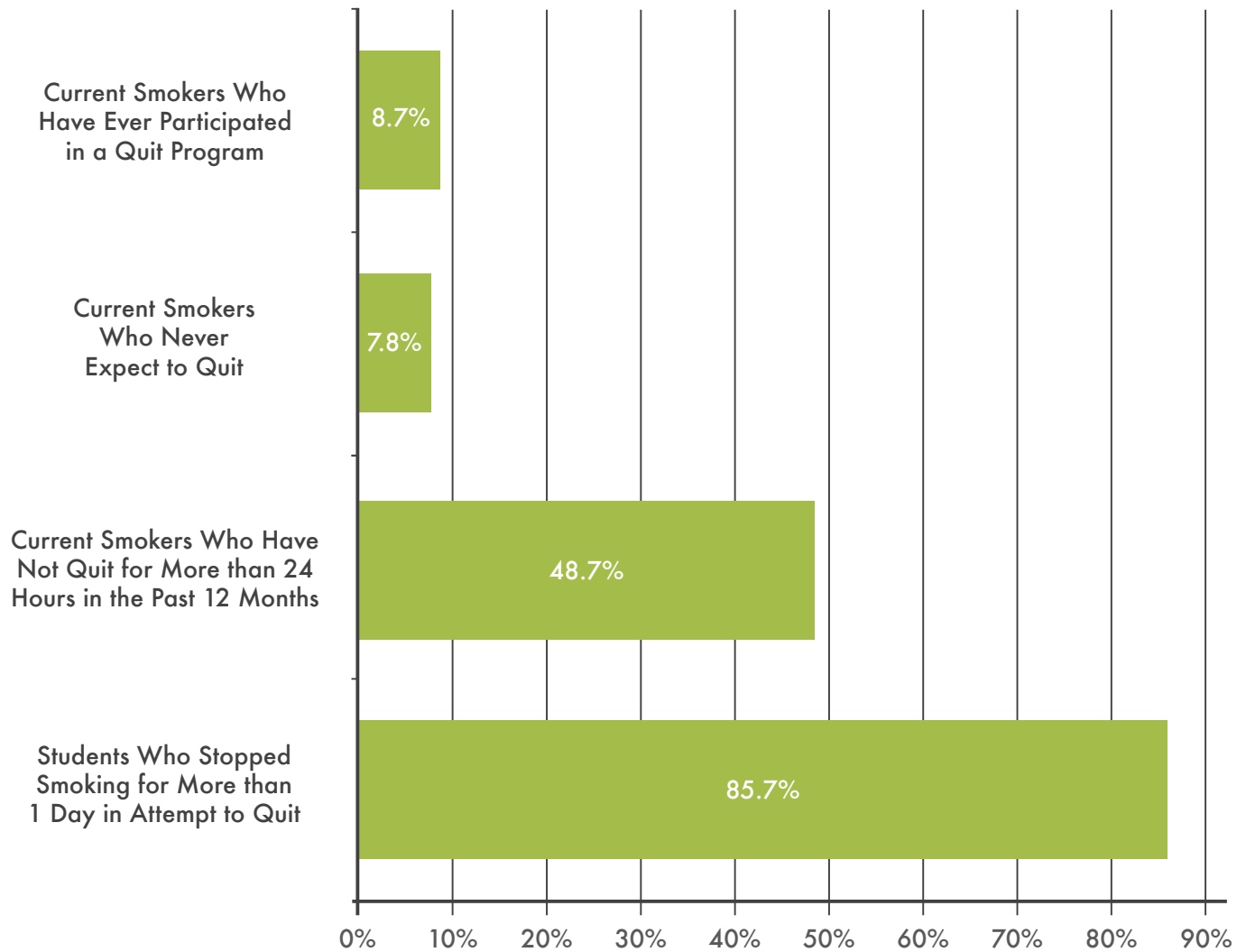
- The percentage of students who have tried snus was significantly higher for male students (31.8%) than for female students (3.4%),  $p < .001$ , significantly higher for white students (16.8%) than for black students (0.5%),  $p < .001$ , and significantly higher for Greek students (19.6%) than for non-Greek students (11.8%),  $p < .001$ .

## EVER TRIED E-CIGARETTE

- The percentage of students who have tried an E-Cigarette was significantly higher for male students (19.1%) than for female students (4.7%),  $p < .001$ .



# SMOKING CESSATION



## CURRENT SMOKERS WHO HAVE EVER PARTICIPATED IN A QUIT PROGRAM

- No significant differences

## CURRENT SMOKERS WHO NEVER EXPECT TO QUIT

- No significant differences

## CURRENT SMOKERS WHO HAVE NOT QUIT FOR MORE THAN 24 HOURS IN PAST 12 MONTHS

- No significant differences

## STUDENTS WHO STOPPED SMOKING FOR MORE THAN A DAY IN AN ATTEMPT TO QUIT

- No significant differences

# CONTACT INFORMATION

Robert McMillen, Ph.D.  
Social Science Research Center  
Mississippi State University

[ROBERT.MCMILLEN@SSRC.MSSTATE.EDU](mailto:ROBERT.MCMILLEN@SSRC.MSSTATE.EDU)  
[WWW.SSRC.MSSTATE.EDU](http://WWW.SSRC.MSSTATE.EDU)  
[WWW.MSSTATE.EDU](http://WWW.MSSTATE.EDU)

One Research Park, Suite 103  
Starkville, MS 39759

**P:** 662.325.7127  
**F:** 662.325.7966

For more information visit

[MSTOBACCODATA.ORG](http://MSTOBACCODATA.ORG)

MISSISSIPPI STATE UNIVERSITY DOES NOT DISCRIMINATE ON THE BASIS OF RACE, COLOR, RELIGION, NATIONAL ORIGIN, SEX, AGE, DISABILITY, OR VETERAN STATUS. THIS REPORT IS FUNDED BY A GRANT OF THE MISSISSIPPI STATE DEPARTMENT OF HEALTH.





