Social Climate Survey of Tobacco Control

# identifying support for tobacco control policies IN MISSISSIPPI

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## {INTRODUCTION}

- As of March 15, 2017, 132 municipalities in Mississippi have implemented comprehensive smoke-free ordinances
  - These ordinances protect 32% of Mississippi.
- If every Mississippi municipality passed a comprehensive smoke-free ordinance, only 55% of Mississippians would be protected.
  - The rest live in rural areas outside of municipalities.
- The only way to protect all Mississippians is to pass a statewide comprehensive smoke-free law.

## {METHODS}

The 2016 MS-SCS-TC represents the civilian, non-institutionalized adult population over 18. The overall sample (N = 1,524) was weighted by race, gender, and age based on the most current U.S. Census estimates. In order to provide a probability-based sample representative to all households in the state, we applied a dual-frame Random Digit Dialing (RDD) sampling methodology. Both landline and cellular telephone numbers were used to contact eligible adults. Telephone numbers were dialed a maximum of eight (8) times before being retired.

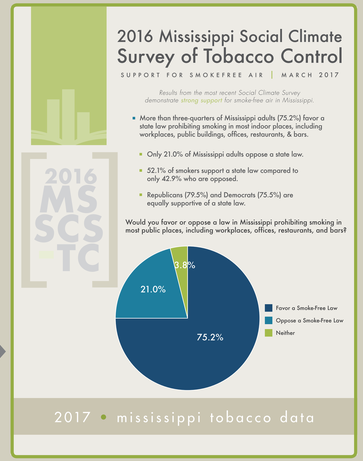
Respondents were asked the following:

- Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars?
  - Favor, oppose, or neither
- The age to buy tobacco products, including e-cigarettes, should be raised to 21.
  - Strongly agree, agree, disagree, or strongly disagree
- Would you support a one-dollar increase in the tax on a pack of cigarettes?
  - Yes, no, or it depends on how the money was spent

*Chi square analyses compared support across demographic groups.*

MISSISSIPPI TOBACCO DATA
MISSISSIPPI STATE UNIVERSITY SOCIAL SCIENCE RESEARCH CENTER
designed by: miranda robertson
mstobaccodata.org

## {RESULTS}

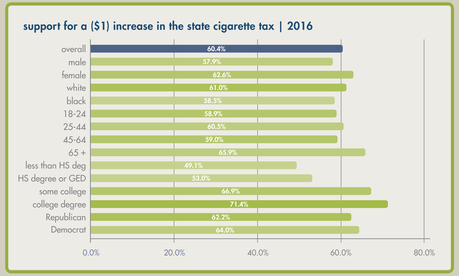



| | Favor | p |
|---|---|---|
| **Overall** | 75.2% | |
| **Smoking Status** | | |
| Never Smokers | 82.7% | |
| Former Smokers | 73.7% | |
| Current Smokers | 52.1% | p<.001 |
| **Political Affiliation** | | |
| Republican | 79.5% | |
| Democrat | 75.5% | |
| Independent | 71.2% | ns |
| **Age** | | |
| 18-24 | 69.1% | |
| 25-44 | 74.1% | |
| 45-64 | 79.4% | |
| 65+ | 77.9% | ns |
| **Race** | | |
| White | 76.5% | |
| Black | 73.9% | |
| Other | 72.4% | ns |
| **Sex** | | |
| Males | 70.7% | |
| Females | 79.1% | p=.001 |

## {RESULTS}

| | Agree | p |
|---|---|---|
| **Overall** | 74.9% | |
| **Smoking Status** | | |
| Never Smokers | 80.3% | |
| Former Smokers | 70.1% | |
| Current Smokers | 63.2% | p<.001 |
| **Political Affiliation** | | |
| Republican | 72.9% | |
| Democrat | 82.7% | |
| Independent | 67.8% | p<.001 |
| **Age** | | |
| 18-20 | 48.5% | |
| 21-29 | 65.5% | |
| 30-44 | 74.7% | |
| 45-64 | 80.3% | |
| 65+ | 79.8% | p<.001 |
| **Race** | | |
| White | 70.7% | |
| Black | 81.9% | |
| Other | 71.7% | p<.001 |
| **Sex** | | |
| Males | 68.5% | |
| Females | 80.4% | p<.001 |

## {RESULTS}




| | Yes | p |
|---|---|---|
| **Overall** | 60.4% | |
| **Smoking Status** | | |
| Never Smokers | 72.3% | |
| Former Smokers | 64.4% | |
| Current Smokers | 16.4% | p<.001 |
| **Political Affiliation** | | |
| Republican | 62.2% | |
| Democrat | 64.0% | |
| Independent | 56.2% | ns |
| **Age** | | |
| 18-24 | 58.9% | |
| 25-44 | 60.5% | |
| 45-64 | 59.0% | |
| 65+ | 65.9% | ns |
| **Race** | | |
| White | 61.0% | |
| Black | 58.5% | |
| Other | 70.9% | ns |
| **Sex** | | |
| Males | 57.9% | |
| Females | 62.6% | ns |

*In 2016, 75.2% of Mississippi adults favored a statewide smoke-free air law, 60.4% supported a one-dollar increase of the state cigarette tax, and 74.9% supported raising the age of purchase of tobacco products to 21. Public support for these tobacco policies was consistently strong across all demographics.*

## {CONCLUSIONS}

The findings from the 2016 MS-SCS-TC illustrate the growing desire among Mississippians for changes to current tobacco control policies within the state. Dissemination of findings such as these to partners within the state is essential in reaching policy makers who are capable of enacting changes to current policies. To date, Mississippi has implemented 132 comprehensive smoke-free local ordinances, raised the state tobacco tax by 50 cents, and increased the age of sale for tobacco to 21 in one county.