

# The Mississippi Social Climate of Tobacco Control, 2000 - 2002

---

Robert Cameron McMillen  
Julie Breen  
Wolfgang Frese  
Arthur G. Cosby

SSRC

Social Science Research Center  
[www.ssrc.msstate.edu](http://www.ssrc.msstate.edu)

Mississippi State  
UNIVERSITY

## ACKNOWLEDGMENT

The Mississippi Social Climate Survey of Tobacco Control was made possible through support provided by The Partnership for a Healthy Mississippi. The opinions expressed herein are those of the authors and do not necessarily reflect the views of The Partnership for a Healthy Mississippi. Additional funds were provided by the Rural Health, Safety and Security Institute of the Social Science Research Center at Mississippi State University through a grant from the Office of Rural Health Policy, U.S. Department of Health and Human Services (1DIARH0000501), as well as the Mississippi Agricultural and Forestry Experiment Station.

This survey is an attempt to contribute to the understanding of tobacco control through the introduction of an institutional-based perspective that stresses not simply individual variations in behaviors and attitudes, but rather attempts to use cross-sectional survey data to monitor trends for societal norms, practices, and beliefs surrounding tobacco. This technique is primarily one of a shift in focus and interpretation rather than basic survey methodology.

The design of the survey instrument was based on an extensive review of extant instruments such as the Behavior Risk Factor Surveillance System, the Current Population Survey - Tobacco Supplement, and the California Adult Tobacco Survey, and supplemented by additional items needed to flesh out the social climate concept. The reliance on existing measurements was greatly enhanced by the review and excellent advice from the Office of Smoking and Health of the Centers for Disease Control and Prevention (CDC).

The origins of this study can be traced to research associated with the tobacco settlement in Mississippi. We developed the social climate approach to help the Mississippi Tobacco Control Foundation - The Partnership for a Healthy Mississippi and the Mississippi State Department of Health - monitor the degree to which their efforts were impacting the social fabric of Mississippi. Ellen Jones and Sheila Keller, formerly of the Mississippi State Department of Health, and Vivien Carver and Bonnie Reinert, at the Partnership for a Healthy Mississippi, worked closely with us in the development of a social climate survey. In the Social Science Research Center, our colleagues Liesel Ritchie, Angela Robertson, and Linda Southward have made numerous, valuable contributions.

**The Mississippi Social Climate Survey  
of Tobacco Control, 2000 - 2002**

In 1964, the U.S. Surgeon General formally announced the health risks of tobacco, thereby providing the impetus for one of the most intensive public health interventions in the history of the United States. Spanning several decades, the tobacco control movement has developed an increasingly effective series of social programs and policies designed to encourage nonsmoking and protect nonsmokers from environmental tobacco smoke. In the years following the initiation of the tobacco control movement, the percentage of current cigarette smokers in the American adult population has decreased dramatically from 42.4 percent in 1965 to 22.7 percent in 2001 (Centers for Disease Control and Prevention, 2002b). This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.2 percent. Tobacco control has recently witnessed two other major accomplishments. First, the tobacco companies have been hit with massive compensatory and punitive fines resulting from lawsuits by former smokers, as well as massive settlement expenses with individual states to cover health expenses related to tobacco use. Second, national and state agencies have implemented promising multicomponent programs to prevent and reduce youth tobacco use. These programs have become increasingly comprehensive through a shift from focusing primarily on individual tobacco use to more population-based interventions with broad objectives such as social, environmental, and political change (United States Department of Health and Human Services, 2000).

In somewhat simplified terms, these national and statewide programs target changes in the social climate. This approach is an attempt to denormalize tobacco use through changes in beliefs and knowledge that are incorporated into an individual's view of appropriate and acceptable behavior, to the rules and regulations that structure our organizations, and ultimately in the manner in which we see tobacco use as a part of the social environment. (Stillman et al., 1999). Recent research validates this strategy to target intermediate social and political policies to impact the social climate, and ultimately reduce tobacco use. To illustrate, programs that have successfully reduced perceptions that tobacco use is a normative behavior and/or increased the prevalence of smoke-free policies in public and private settings have been linked to increased cessation attempts by smokers, lower consumption by smokers, and decreased initiation by adolescents (Borland, Chapman, Owen, & Hill, 1990; Farkas, Gilpin, Distefan, & Pierce, 1999; Farrelly, Evans, & Sfekas, 1999)

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives, planning and evaluation in this area has been hampered by the lack of timely, comprehensive data about tobacco control attitudes and practices of Mississippi adults. We developed the Social Climate Survey of Tobacco Control (SCS-TC) as a methodology to objectively measure and ultimately monitor the fundamental position of tobacco control in society, and thereby provide a data collection system to monitor program impacts. The survey includes items to measure progress towards intermediate objectives such as policy changes, changes in social norms, reductions in exposure of individuals to environmental tobacco smoke, and rejection of pro-tobacco influences. The results presented in this report are based on annual cross-sectional assessments of the Social Climate of Tobacco Control within Mississippi from 2000, 2001, and 2002.

### Survey Development

The Social Climate Survey of Tobacco Control (SCS-TC) is an attempt to contribute to the understanding of tobacco control through the introduction of an institutional-based perspective that stresses not simply individual variations in behaviors and attitudes, but rather attempts to use cross-sectional survey data for the measurement of societal norms, practices, and beliefs surrounding tobacco. Put broadly, we want to measure the social norms, practices, and beliefs surrounding a public health issue - in this case tobacco use. This technique is primarily one of a shift in focus and interpretation rather than basic survey methodology. By asking this series of questions to a random sample of American adults, we can measure the extent to which tobacco control and tobacco use are ingrained in the social institutions that influence decisions about tobacco.

The concept of social institutions, taken from the sociological literature, provides the framework for our methodology. As a fundamental component of a society, social institutions emerge as clusterings of beliefs, norms, and practices in order to meet the needs of society. To illustrate, the institution of family and friendship groups provides the nurturing necessary to produce and raise new members of a society; the education institution then shapes the individual into a potentially productive member of society. Seven social institutions are included in our approach -- each of which meets specific needs of society. These institutions are: 1) Family and Friendship Groups, 2) Education, 3) Government and Political Order, 4) Work, 5) Health and Medical Care, 6) Recreation, Leisure, and Sports, and 7) Mass Communication and Culture. Moreover, in each of these institutional areas, beliefs, norms, and practices about tobacco use and tobacco control have evolved. It is these institutional beliefs, norms, and practices that form the essence of the ingrained status of tobacco use in the social fabric of American society. The Social Climate Survey consists of a set of questions designed to measure the norms, practices, and knowledge concerning tobacco within each of these institutions.

### Applications

Until recently prevalence rates and per capita consumption measures have frequently been the yardsticks with which tobacco control programs were evaluated. While several states now have comprehensive data collection systems for planning and evaluation and there have been a substantial number of studies of attitudes toward the control of smoking in public settings (Ashley, Bull, & Pederson, 1995; Ashley & Cohen, 1998; Brooks & Mucci, 2001; Centers for Disease Control and Prevention, 2002c), no such descriptive studies published to date have been comprehensive or national in scope. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans. The SCS-TC adds to existing national data sources by providing annual cross-sectional data on a comprehensive set of social and environmental indicators selected to monitor the fundamental position of tobacco control across a broad range of social settings. This emphasis on collecting data on the measurable characteristics of the social climate, as well the brief time lag - 5 months - between data collection and data availability, increases the utility of the SCS-TC as a data collection system for planning specific interventions and evaluation of program impacts on the social climate. Researchers at the Social Science Research Center have partnered with State agencies in Mississippi and the AAP's Center for Child Health Research to apply findings from the survey to planning and evaluation. Several specific applications of the SCS-TC are described below.

## INTRODUCTION AND METHODS

- 1) A partnership with American Academy of Pediatrics' Center for Child Health Research to increase pediatrician screening and counseling of parents who smoke in order to reduce youth exposure to ETS and the increase cessation.
- 2) Findings were applied by The Partnership for a Healthy Mississippi to support Mississippi's Smoke-Free Families Act (House Bill 1536) in 2002. This bill would have prohibited smoking in all enclosed public places in the State of Mississippi, with the exception of bars, casinos, and retail tobacco stores.
- 3) Findings were applied to supported House Bill 1673 in 2002. This bill would have raised the state tobacco tax on a pack of cigarettes by 25 cents.
- 4) Planning and evaluation by The Partnership for a Healthy Mississippi - the nonprofit agency responsible for the statewide comprehensive tobacco control programs in Mississippi.

### Methods

Respondents. The Social Climate Survey of Tobacco Control (SCS-TC) was administered to representative samples of Mississippi adults who were interviewed by telephone between July and September of either 2000, 2001, or 2002. Samples from all years represent the civilian, non-institutionalized adult population over age 18 in Mississippi. Households were selected using random digit dialing procedures to include households with unlisted numbers. Once a household was contacted, the adult to be interviewed was selected by asking to speak with the person in the household who is 18 years of age or older and who will have the next birthday. Five attempts were made to contact those selected adults who were not home. The sample was weighted by race and gender within each census region, based on the most current U.S. Census estimates.

### Measures

The SCS-TC is an annual cross-sectional survey which contains items pertaining to normative beliefs, practices/policies, and knowledge regarding tobacco control across seven social institutions. These institutions include 1) Family and Friendship Groups; 2) Education; 3) Workplace; 4) Government and Political Order; 5) Health and Medical Care; 6) Recreation, Leisure and Sports; and 7) Mass Culture and Communication. Although the SCS-TC includes items to measure smoking status and cessation, the survey emphasizes social and environmental indicators. These intermediate indicators were selected to provide a comprehensive assessment of the social climate in which people are exposed to and make decisions about tobacco control interventions. Survey items were developed and selected based on an extensive review of extant tobacco control surveys and then reviewed by an external panel of tobacco control researchers. The panel developed many of the items included in the survey, while others were selected from existing measurement instruments with established validity. Specifically, the SCS-TC included items from the Behavioral Risk Factor Surveillance System (BRFSS) (Centers for Disease Control and Prevention, 2002a) and the Tobacco Use Supplement - Current Population Survey (TUS-CPS) (Hartman, Willis, Lawrence, Marcus, & Gibson, 2002), as well as modified items from the California Adult Tobacco Surveys. The SCS-TC adds to these national data sources by providing annual cross-sectional data on a comprehensive set of social and environmental indicators selected to monitor the fundamental position of tobacco control in society. This emphasis on collecting data on the measurable characteristics of the social climate, as well the brief time lag - 5 months

<sup>1</sup> The survey instrument is presented in the Appendix

- between data collection and data availability, increases the utility of the SCS-TC as a planning and evaluation tool.

### Results

To facilitate the interpretation and application of the survey results, we have developed the following heuristic classification scheme for assessing the social penetration of tobacco control in Mississippi society. Some issues are fully ingrained into society, such as norms against smoking in day care centers, and are thus considered to be universally accepted. Other issues are strongly supported, but continue to be rejected by a small, but nontrivial segment of society. These issues are considered as predominant cultural norms, beliefs, and practices. Contested issues, on the other hand, are areas of tobacco control in which there remain substantial differences of opinion across society. The support and opposition for these controls are roughly matched across society. Finally, some tobacco control issues, such as norms against smoking in bars, are supported by only a small segment of society and are considered to be culturally marginal norms, practices, or beliefs.

By identifying universal, predominant, contested, and marginal aspects of the social climate, it becomes possible to develop more informed tobacco control efforts. To illustrate, it may not be necessary to target culturally universal norms, practices, and beliefs because these aspects of tobacco control are already deeply ingrained. Norms, practices, and beliefs that are predominantly ingrained in the social climate may serve as anchors for campaign efforts to target contested aspects of the social climate. Finally, this approach can identify those aspects of the social climate which are only marginally ingrained and likely to be very resistant to interventions.

---

The following classification scheme is used to categorize the degree to which these aspects of tobacco control impact the daily lives of Americans.

### **Heuristic Classification Scheme for Assessing the Social Penetration of Normative Beliefs, Health Beliefs, and Practices**

Universal	Universal normative beliefs, health beliefs, and practices held by the overwhelming majority of society members: 85-100%
Predominant	Predominant normative beliefs, health beliefs, and practices held by a predominance of society members: 65-84%
Contested	Contested normative beliefs, health beliefs, and practices held by half of society members: 35-64%
Marginal	Marginal normative beliefs, health beliefs, and practices held by 0-34% of society members

---

### **2000 MS Sample Characteristics**

Of the eligible respondents contacted, 803 respondents completed the survey (85.0%) and 142 (15.0%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 3.5$  (95% confidence interval). Of the 803 respondents, 292 (36.4 percent) were male and 511 (63.6 percent) were female. The racial composition of the sample is as follows: White = 577 (71.9 percent), African American = 196 (24.4 percent), Asian or Pacific Islander = 3 (.4 percent), American Indian or Alaskan Native = 1 (.1 percent), other races = 8 (1.0 percent), and unknown (i.e., did not answer the question on race) = 18 (2.2 percent). The sample was weighted by race and gender within each census region, based upon 1998 U.S. Census estimates to ensure that it is representative of the U.S. population.

### **2001 MS Sample Characteristics**

Of the eligible respondents contacted, 1,504 respondents completed the survey (87.6%) and 212 (12.4%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 2.5$  (95% confidence interval). Of the 1,504 respondents, 569 (37.8 percent) were male and 934 (62.1 percent) were female. The racial composition of the sample is as follows: White = 1,050 (69.8 percent), African American = 415 (27.6 percent), Asian or Pacific Islander = 6 (0.4 percent), American Indian or Alaskan Native = 2 (0.1 percent), other races = 12 (0.8 percent), and unknown (i.e., did not answer the question on race) = 19 (1.3 percent). The sample was weighted by race and gender, based upon 1999 U.S. Census estimates to ensure that it is representative of the Mississippi population. In the few cases where race and/or gender was missing the respondents were given a weight of 1.0.

### **2002 Sample Characteristics**

Of the eligible respondents contacted, 1,013 respondents completed the survey (98.0%) and 21 (2.0%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm 3.1$  (95% confidence interval). Of the 1,013 respondents, 321 (31.7 %) were male and 687 (67.8%) were female. The racial composition of the sample is as follows: White = 713 (70.4%), African American = 270 (26.7%), Asian or Pacific Islander = 5 (0.5%), American Indian or Alaskan Native = 1 (0.1%), other races = 14 (1.4%), and unknown (i.e., did not answer the question on race) = 10 (1.0%). The sample was weighted by race and gender within each census region, based upon 2000 U.S. Census estimates to ensure that it is representative of the U.S. population.

Characteristics of the original samples are compared with the weighted samples in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2.

## INTRODUCTION AND METHODS

**Table 1.1 Comparison of Characteristics of the Original and Weighted Samples**

Sample Characteristic		MS 2000		MS 2001		MS 2002	
		Original Sample	Weighted Sample	Original Sample	Weighted Sample	Original Sample	Weighted Sample
Rural/Urban	Rural	46.1	45.8	42.8	41.6	45.1	43.4
	Urban	53.9	54.2	57.2	58.4	54.9	56.6
Smoking Status	Non-Smoker	80.2	78.9	78.6	78.2	80.1	79.8
	Smoker	19.8	21.1	21.4	21.8	19.9	20.2
Gender	Male	36.4	48.3	37.8	46.5	31.7	46.2
	Female	63.6	53.3	62.1	53.5	67.8	53.3
Race	White	71.9	66.6	69.8	64.2	70.4	65.0
	African American	24.4	31.2	27.6	32.8	26.7	33.1
	Asian or Pacific Islander	0.4	0.1	0.4	0.6	0.5	0.3
	American Indian or Alaskan Native	0.1	0.1	0.1	0.3	0.1	0.0
	Other Race	3.2	2.1	2.1	2.1	1.4	0.6
Age	18-24 years of age	14.1	13.9	12.7	12.8	12.1	13.1
	25-44 years of age	36.0	36.9	38.6	39.1	35.5	35.4
	45-64 years of age	32.3	32.4	34.4	34.3	34.3	34.2
	65 years of age and older	17.7	16.8	11.1	13.8	18.1	17.3
Education	Not a high school graduate	15.7	16.8	12.3	12.2	12.8	13.0
	High school graduate	33.5	34.1	33.6	33.8	31.0	30.9
	Some college	24.8	24.0	26.7	26.7	31.4	31.3
	College graduate	26.0	25.2	27.5	27.2	24.9	24.8

**Table 1.2 Weighted Sample Size and Maximum Sampling Error**

Sample Characteristic		MS 2000		MS 2001		MS 2002	
		Weighted Sample Size	Maximum Sampling Error	Weighted Sample Size	Maximum Sampling Error	Weighted Sample Size	Maximum Sampling Error
Rural/Urban	Rural	368	5.1	626	3.9	440	4.7
	Urban	435	4.7	878	3.3	573	4.1
Smoking Status	Non-Smoker	634	3.9	1176	2.9	808	3.4
	Smoker	169	7.5	328	5.4	204	6.9
Gender	Male	375	5.1	699	3.7	468	4.5
	Female	428	4.7	804	3.5	540	4.2
Race	White	535	4.2	966	3.2	658	3.8
	African American	250	6.2	493	4.4	335	5.4
Age	18-24 years of age	111	9.3	192	7.1	132	8.5
	25-44 years of age	296	5.7	589	4.0	358	5.2
	45-64 years of age	260	6.1	516	4.3	346	5.3
	65 years of age and older	135	8.4	207	6.8	176	7.4
Education	Not a high school graduate	131	8.6	181	7.3	132	8.5
	High school graduate	265	6.0	502	4.4	312	5.5
	Some college	187	7.2	396	4.9	316	5.5
	College graduate	197	7.0	404	4.9	251	6.2



### **Universal Norms, Beliefs and Practices<sup>1</sup>**

- 2.8<sup>2</sup> million Mississippi adults (97.5 percent) believe that smoke from parents' cigarettes harms their children.
- 2.8 million Mississippi adults (97.4 percent) never allow children under 18 years of age to smoke cigarettes in their homes.
- 2.7 million Mississippi adults (93.4 percent) believe that parents should not allow children under the age of 18 to smoke cigarettes.
- 2.5 million Mississippi adults (88.6 percent) report that smoking is never allowed in the presence of children.

### **Significant Improvements<sup>3</sup>**

- The percentage of Mississippi households that never allow smoking in the presence of children increased from 77.5 to 88.6 percent from 2000 to 2002.
- The percentage of Mississippi households in which tobacco use is unacceptable increased from 66.1 to 73.4 percent from 2000 to 2002.
- The percentage of Mississippi adults who believe that parents should not allow children under the age of 18 to smoke cigarettes increased from 88.1 to 93.4 percent from 2000 to 2002 and from 91.0 to 93.4 percent from 2001 to 2002.
- The percentage of Mississippi adults who recognize that smoke from a parents' cigarettes harms their children increased from 92.8 to 97.5 percent from 2000 to 2002 and from 95.7 to 97.5 percent from 2001 to 2002.

---

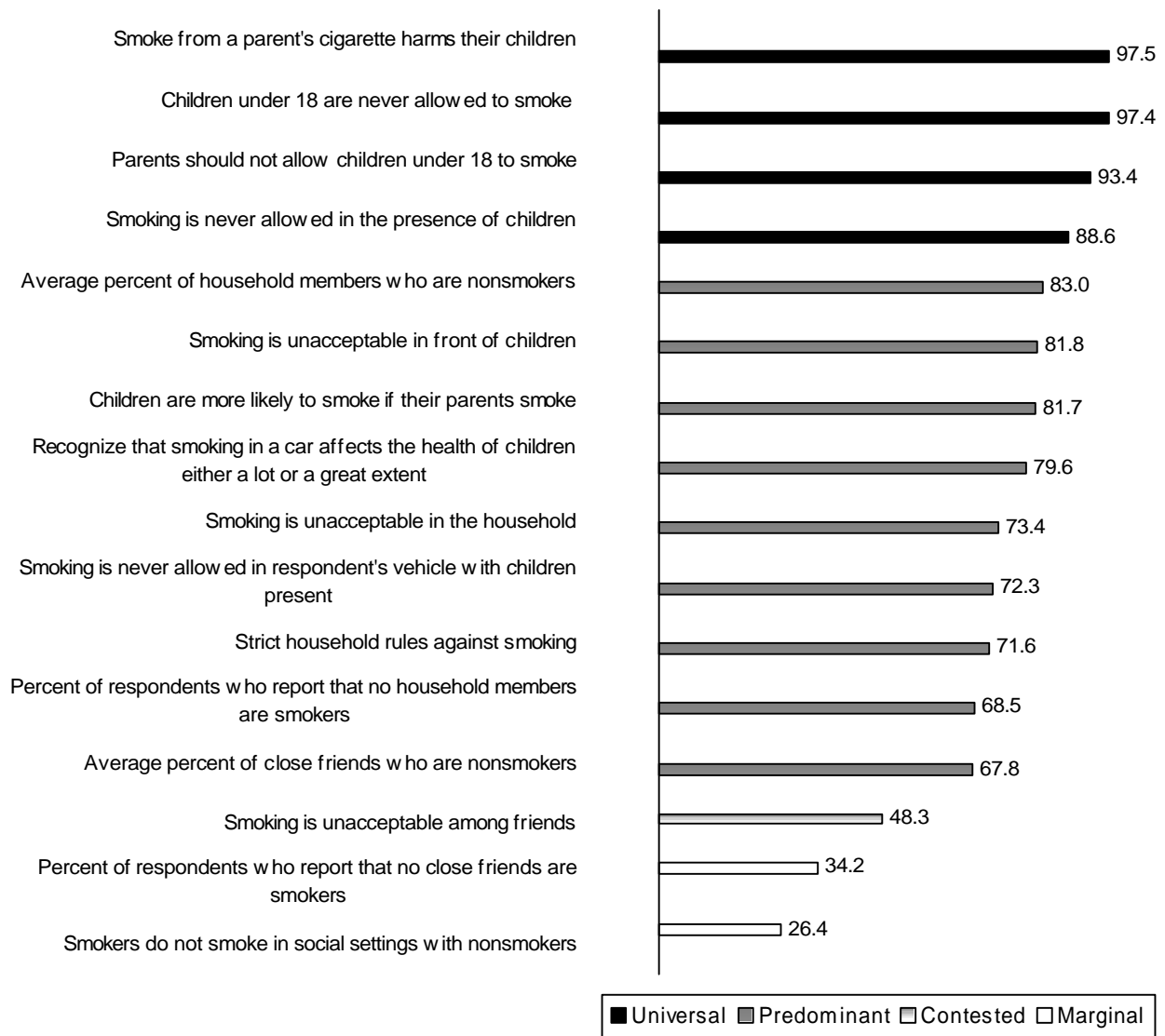
<sup>1</sup> Indicators endorsed by at least 85% of Mississippi adults

<sup>2</sup> Note that these numbers are based upon U.S. Census 2000 population estimates for residents 18 years of age and older. Numbers for households are based upon U.S. Census 2000 estimates of households.

<sup>3</sup> All improvements are statistically significant,  $\alpha < .05$

## FAMILY AND FRIENDSHIP GROUPS

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



## FAMILY AND FRIENDSHIP GROUPS

**Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

Family and Friendship Groups		2000	2001	2002	% Point Difference	% Change
Strict household rules against smoking	MS	68.7	72.3	71.6	2.9	4.2
	US	69.1	74.1	73.7 *	4.6	6.7
Smoking is never allowed in the presence of children	MS	77.5	85.9	88.6 *	11.1	14.3
	US	83.5	87.9	87.8 *	4.3	5.1
Tobacco use is unacceptable within household	MS	66.1	74.2	73.4 *	7.3	11.0
	US	67.2	72.7	73.6 *	6.4	9.5
Smoking is never allowed in respondent's vehicle with children present	MS	N/A	79.4	72.3 **	-7.1	-8.9
	US	N/A	79.6	78.5	-1.1	-1.4
Recognize that smoking in a car affects the health of children either a lot or a great extent	MS	N/A	77.8	79.6	1.8	2.3
	US	N/A	76.9	80.9 **	4.0	5.2
Smoking is unacceptable in front of children	MS	83.5	83.6	81.8	-1.7	-2.0
	US	77.7	79.3	76.7 **	-1.0	-1.3
Children under 18 are never allowed to smoke	MS	N/A	98.0	97.4	-0.6	-0.6
	US	N/A	96.8	96.6	-0.2	-0.2
Parents should not allow children under the age of 18 to smoke cigarettes	MS	88.1	91.0	93.4 ***	5.3	6.0
	US	91.2	90.5	90.2	-1.0	-1.1
Smoke from a parent's cigarette harms their children	MS	92.8	95.7	97.5 ***	4.7	5.1
	US	93.7	95.2	94.9	1.2	1.3
Children are more likely to smoke if their parents smoke	MS	82.9	82.0	81.7	-1.2	-1.4
	US	78.1	83.3	82.3 *	4.2	5.4
Smokers do not smoke in social settings with nonsmokers	MS	29.9	24.0	26.4	-3.5	-11.7
	US	27.8	25.7	23.3 ***	-4.5	-16.2
Tobacco use is unacceptable among close friends	MS	49.2	47.7	48.3	-0.9	-1.8
	US	50.8	49.4	50.4	-0.4	-0.8

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

# FAMILY AND FRIENDSHIP GROUPS

## Detailed Tables

**Table 2.1 Household Rules About Smoking**

“Which of the following best describes your household’s rules about smoking?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Smoking is allowed in all parts of the home	Smoking is allowed in some parts of the home	Smoking is not allowed in any part of the home	<i>p</i>
Total	15.6	12.8	71.6	
Rural/Urban				
Rural	14.8	11.2	74.0	
Urban	16.1	14.2	69.8	.268
Smoking Status				
Nonsmoker	6.9	9.1	84.0	
Smoker	49.5	27.9	22.5	<.001
Gender				
Male	16.9	11.3	71.7	
Female	14.6	14.1	71.3	.318
Race				
White	17.2	10.8	72.0	
African American	12.9	17.1	70.1	.009
Age				
18-24 years of age	12.0	14.3	73.7	
25-44 years of age	16.0	12.6	71.4	
45-64 years of age	17.9	14.1	68.0	
65 years of age and older	13.1	9.7	77.3	.365
Education				
Not a high school graduate	23.7	17.6	58.8	
High school graduate	16.7	11.9	71.5	
Some college	16.1	14.5	69.4	
College Graduate	9.6	9.2	81.1	.001

Note: 0.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.2 Smoking in the Presence of Children**

“In your home, is smoking in the presence of children always allowed, sometimes allowed, or never allowed?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	4.5	7.0	88.6	
Rural/Urban				
Rural	4.4	5.1	90.5	
Urban	4.4	8.5	87.1	.119
Smoking Status				
Nonsmoker	2.2	3.6	94.1	
Smoker	13.3	20.9	65.8	<.001
Gender				
Male	4.4	5.5	90.2	
Female	4.5	8.4	87.1	.196
Race				
White	5.0	7.1	87.9	
African American	3.6	6.9	89.5	.370
Age				
18-24 years of age	0.0	9.8	90.2	
25-44 years of age	8.1	7.9	84.0	
45-64 years of age	3.6	7.1	89.3	
65 years of age and older	2.3	2.3	95.4	<.001
Education				
Not a high school graduate	4.7	8.5	86.8	
High school graduate	5.1	6.8	88.1	
Some college	4.9	10.1	85.1	
College Graduate	3.2	2.4	94.4	.022

Note: 1.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.3 Smoking in Vehicles with Children Present**

“Please tell me which best describes how cigarette smoking is handled in your car when children are present?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	No one is allowed to smoke in my car	Only special guests are allowed to smoke in my car	People are allowed to smoke in my car only if the windows are open	People are allowed to smoke in my car at any time	<i>p</i>
Total	75.1	1.7	16.1	7.1	
Rural/Urban					
Rural	76.6	1.8	14.6	7.0	
Urban	73.9	1.6	17.3	7.2	.722
Smoking Status					
Nonsmoker	83.9	1.9	11.0	3.1	
Smoker	38.4	0.6	37.3	23.7	<.001
Gender					
Male	71.1	2.3	19.0	7.5	
Female	78.4	1.2	13.5	6.8	.055
Race					
White	75.1	1.5	15.9	7.5	
African American	73.9	2.0	17.3	6.8	.863
Age					
18-24 years of age	77.3	0.9	14.5	7.3	
25-44 years of age	71.9	2.1	20.0	6.0	
45-64 years of age	74.2	1.6	15.6	8.6	
65 years of age and older	83.4	1.3	9.3	6.0	.188
Education					
Not a high school graduate	64.5	1.9	17.8	15.9	
High school graduate	76.4	1.8	13.9	7.9	
Some college	75.7	1.4	17.3	5.6	
College Graduate	77.9	1.7	16.7	3.8	.018

Note: 9.9 percent of respondents reported *Don't Know* or refused or did not own a car.  
Percentages may not add to 100 due to rounding.

**Table 2.4 How Much Does Smoking in a Car Affect the Health of Children**

“In your opinion, how much does smoking in a car affect the health of children?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little bit	Somewhat	A lot	A great extent	<i>p</i>
Total	2.7	5.5	12.2	31.8	47.8	
Rural/Urban						
Rural	3.1	3.6	12.4	34.6	46.3	
Urban	2.4	7.0	12.1	29.5	49.0	.103
Smoking Status						
Nonsmoker	1.8	4.1	11.2	31.8	51.2	
Smoker	6.0	11.5	16.4	21.2	33.9	<.001
Gender						
Male	4.1	8.5	14.7	29.1	43.6	
Female	1.5	3.0	10.1	34.1	51.2	<.001
Race						
White	2.7	6.6	13.0	31.6	46.2	
African American	2.5	3.7	10.8	32.7	50.3	.300
Age						
18-24 years of age	2.4	4.7	8.7	37.0	47.2	
25-44 years of age	3.4	7.4	12.8	26.4	50.0	
45-64 years of age	1.8	3.4	12.0	35.9	46.9	
65 years of age and older	2.5	6.9	14.4	30.6	45.6	.197
Education						
Not a high school graduate	4.8	6.5	15.3	34.7	38.7	
High school graduate	2.7	5.4	9.4	35.1	47.5	
Some college	2.3	5.6	11.3	28.9	51.8	
College Graduate	2.1	5.8	15.0	29.6	47.5	.353

Note: 4.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.5 Household Rules About Youth Smoking**

“In your home, are children under the age of 18 always allowed, sometimes allowed, or never allowed to smoke cigarettes?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	1.1	1.6	97.4	
Rural/Urban				
Rural	1.4	2.1	96.5	
Urban	0.9	1.1	98.1	.319
Smoking Status				
Nonsmoker	0.7	1.0	98.3	
Smoker	2.0	4.0	93.9	.002
Gender				
Male	0.9	0.6	98.5	
Female	1.3	2.3	96.4	.091
Race				
White	1.5	2.0	96.4	
African American	0.3	0.6	99.1	.048
Age				
18-24 years of age	0.8	2.3	96.9	
25-44 years of age	0.6	1.1	98.3	
45-64 years of age	1.8	0.6	97.7	
65 years of age and older	1.2	4.1	94.7	.055
Education				
Not a high school graduate	1.5	2.3	96.2	
High school graduate	1.0	1.3	97.7	
Some college	1.9	1.6	96.4	
College Graduate	0.0	1.2	98.8	.438

Note: 1.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.6 Acceptability of Tobacco Use in the Household**

“Within your household, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	<i>p</i>
Total	11.7	14.9	12.2	61.1	
Rural/Urban					
Rural	11.6	13.7	13.0	61.7	
Urban	11.7	15.9	11.7	60.6	.747
Smoking Status					
Nonsmoker	3.6	11.5	12.0	72.9	
Smoker	44.1	28.4	13.2	14.2	<.001
Gender					
Male	12.4	17.4	13.1	57.1	
Female	11.2	12.8	11.7	64.3	.096
Race					
White	13.9	15.7	12.3	58.1	
African American	8.0	13.7	11.9	66.4	.023
Age					
18-24 years of age	12.2	16.0	12.2	59.5	
25-44 years of age	11.7	15.6	14.5	58.1	
45-64 years of age	10.7	16.2	11.3	61.7	
65 years of age and older	13.2	9.8	9.2	67.8	.404
Education					
Not a high school graduate	12.1	21.2	16.7	50.0	
High school graduate	12.5	10.9	13.2	63.3	
Some college	15.0	18.5	7.3	59.1	
College Graduate	6.4	12.4	14.7	66.5	<.001

Note: 0.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.7 Acceptability of Parents Smoking in Front of Children**

“It is acceptable for parents to smoke in front of children.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	2.0	16.1	47.7	<b>34.2</b>	
Rural/Urban					
Rural	2.1	16.5	46.8	<b>34.6</b>	
Urban	2.0	15.9	48.2	<b>33.9</b>	.978
Smoking Status					
Nonsmoker	1.5	11.8	47.7	<b>39.0</b>	
Smoker	4.1	33.8	47.2	<b>14.9</b>	<.001
Gender					
Male	3.1	21.6	47.3	<b>28.0</b>	
Female	1.1	11.6	47.6	<b>39.6</b>	<.001
Race					
White	2.7	19.5	44.0	<b>33.9</b>	
African American	0.9	10.6	53.8	<b>34.7</b>	<.001
Age					
18-24 years of age	0.8	20.5	48.0	<b>30.7</b>	
25-44 years of age	1.1	18.9	46.9	<b>33.1</b>	
45-64 years of age	2.1	13.7	47.5	<b>36.7</b>	
65 years of age and older	4.2	12.0	49.4	<b>34.3</b>	.129
Education					
Not a high school graduate	3.1	11.7	56.3	<b>28.9</b>	
High school graduate	1.6	17.1	44.7	<b>36.5</b>	
Some college	3.0	20.3	44.9	<b>31.8</b>	
College Graduate	1.2	12.0	49.6	<b>37.2</b>	.061

Note: 3.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.8 Should Parents Allow Children to Smoke Cigarettes?**

“Parents should not allow children under the age of eighteen to smoke cigarettes.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>44.6</b>	48.9	5.1	1.4	
Rural/Urban					
Rural	<b>45.1</b>	49.2	5.0	0.7	
Urban	<b>44.1</b>	48.7	5.3	1.9	.410
Smoking Status					
Nonsmoker	<b>47.2</b>	45.3	5.7	1.7	
Smoker	<b>33.8</b>	62.7	3.0	0.5	<.001
Gender					
Male	<b>40.8</b>	52.1	5.2	2.0	
Female	<b>47.5</b>	46.7	4.8	0.9	.119
Race					
White	<b>45.6</b>	49.5	3.8	1.1	
African American	<b>42.0</b>	47.7	8.1	2.1	.018
Age					
18-24 years of age	<b>43.2</b>	50.8	4.5	1.5	
25-44 years of age	<b>49.6</b>	42.6	9.2	1.7	
45-64 years of age	<b>42.8</b>	51.3	4.4	1.5	
65 years of age and older	<b>39.0</b>	55.8	4.7	0.6	.280
Education					
Not a high school graduate	<b>36.4</b>	55.3	6.8	1.5	
High school graduate	<b>43.2</b>	49.7	5.5	1.6	
Some college	<b>44.6</b>	49.7	5.1	0.6	
College Graduate	<b>50.8</b>	43.6	3.6	2.0	.279

Note: 0.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## FAMILY AND FRIENDSHIP GROUPS

**Table 2.9 Beliefs about Health Effects of Parents' Cigarette Smoke on Children**

"Inhaling smoke from a parent's cigarette harms the health of babies and children.  
Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	43.1	54.3	1.9	0.6	
Rural/Urban					
Rural	44.3	53.1	2.3	0.2	
Urban	42.3	55.3	1.5	0.9	.360
Smoking Status					
Nonsmoker	46.2	52.2	1.0	0.6	
Smoker	30.5	63.2	5.8	0.5	<.001
Gender					
Male	37.5	59.6	2.5	0.5	
Female	47.9	49.8	1.5	0.8	.008
Race					
White	43.6	53.5	2.5	0.3	
African American	42.2	55.9	0.6	1.2	.060
Age					
18-24 years of age	42.1	56.4	0.0	1.5	
25-44 years of age	45.4	52.0	2.0	0.6	
45-64 years of age	42.2	56.0	1.8	0.0	
65 years of age and older	41.1	54.6	3.1	1.2	.360
Education					
Not a high school graduate	35.1	62.6	2.3	0.0	
High school graduate	44.3	53.0	1.0	1.7	
Some college	41.9	55.1	2.7	0.3	
College Graduate	47.5	50.4	1.6	0.4	.129

Note: 3.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.10 Beliefs about Risk of Children Smoking if Parents are Smokers**

"Children are more likely to smoke if parents are smokers.  
Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	30.1	51.6	16.7	1.6	
Rural/Urban					
Rural	33.5	48.9	16.4	1.2	
Urban	27.6	53.6	17.0	1.8	.221
Smoking Status					
Nonsmoker	33.7	52.1	12.7	1.6	
Smoker	16.0	50.0	32.5	1.5	<.001
Gender					
Male	27.3	53.6	17.7	1.4	
Female	32.6	49.6	16.0	1.7	.304
Race					
White	31.4	53.7	13.7	1.3	
African American	27.1	48.0	22.7	2.2	.003
Age					
18-24 years of age	32.5	47.6	17.5	2.4	
25-44 years of age	29.5	50.0	19.4	1.2	
45-64 years of age	30.8	51.7	16.6	0.9	
65 years of age and older	28.7	57.3	11.1	2.9	.303
Education					
Not a high school graduate	28.3	47.5	23.3	0.8	
High school graduate	28.2	51.8	17.3	2.7	
Some college	27.8	55.6	15.7	1.0	
College Graduate	36.6	48.3	13.9	1.3	.115

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



## FAMILY AND FRIENDSHIP GROUPS

**Table 2.11 Do Friends who are Smokers Smoke in Social Settings with Nonsmokers**

“In social settings where there are smokers and nonsmokers, do your friends who are smokers always refrain from smoking, sometimes refrain from smoking, or never refrain from smoking?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Always refrain	Sometimes refrain	Never refrain	<i>p</i>
Total	<b>26.4</b>	50.2	23.4	
Rural/Urban				
Rural	<b>29.3</b>	48.1	22.6	
Urban	<b>24.2</b>	51.8	24.0	.214
Smoking Status				
Nonsmoker	<b>29.3</b>	49.6	21.1	
Smoker	<b>15.6</b>	52.3	32.2	<.001
Gender				
Male	<b>22.1</b>	51.9	26.0	
Female	<b>30.1</b>	48.6	21.3	.016
Race				
White	<b>24.4</b>	52.1	23.4	
African American	<b>29.1</b>	47.2	23.6	.258
Age				
18-24 years of age	<b>20.0</b>	42.4	37.6	
25-44 years of age	<b>17.4</b>	56.9	25.7	
45-64 years of age	<b>29.8</b>	50.9	19.3	
65 years of age and older	<b>44.1</b>	39.5	16.4	<.001
Education				
Not a high school graduate	<b>27.1</b>	37.3	35.6	
High school graduate	<b>26.5</b>	48.4	25.1	
Some college	<b>23.0</b>	52.4	24.7	
College Graduate	<b>29.6</b>	56.7	13.7	<.001

Note: 7.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.12 Acceptability of Tobacco Use Among Friends**

“Among your friends, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very Acceptable	Somewhat Acceptable	Somewhat Unacceptable	Very Unacceptable	<i>p</i>
Total	17.0	34.9	18.5	<b>29.6</b>	
Rural/Urban					
Rural	17.3	32.2	18.7	<b>31.8</b>	
Urban	16.7	36.7	18.3	<b>28.3</b>	.483
Smoking Status					
Nonsmoker	11.2	31.8	20.5	<b>36.4</b>	
Smoker	39.5	46.5	10.5	<b>3.5</b>	<.001
Gender					
Male	21.5	39.5	17.5	<b>21.5</b>	
Female	13.2	30.9	19.2	<b>36.6</b>	<.001
Race					
White	18.8	38.3	17.3	<b>25.6</b>	
African American	13.5	28.4	20.8	<b>37.3</b>	<.001
Age					
18-24 years of age	27.5	29.8	17.6	<b>25.2</b>	
25-44 years of age	18.6	40.7	16.7	<b>24.0</b>	
45-64 years of age	13.1	34.2	20.8	<b>31.8</b>	
65 years of age and older	12.1	27.3	18.8	<b>41.8</b>	<.001
Education					
Not a high school graduate	20.2	29.8	17.7	<b>32.3</b>	
High school graduate	18.5	35.1	16.6	<b>29.9</b>	
Some college	20.8	39.1	16.3	<b>23.8</b>	
College Graduate	8.5	32.1	24.0	<b>35.4</b>	.001

Note: 2.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

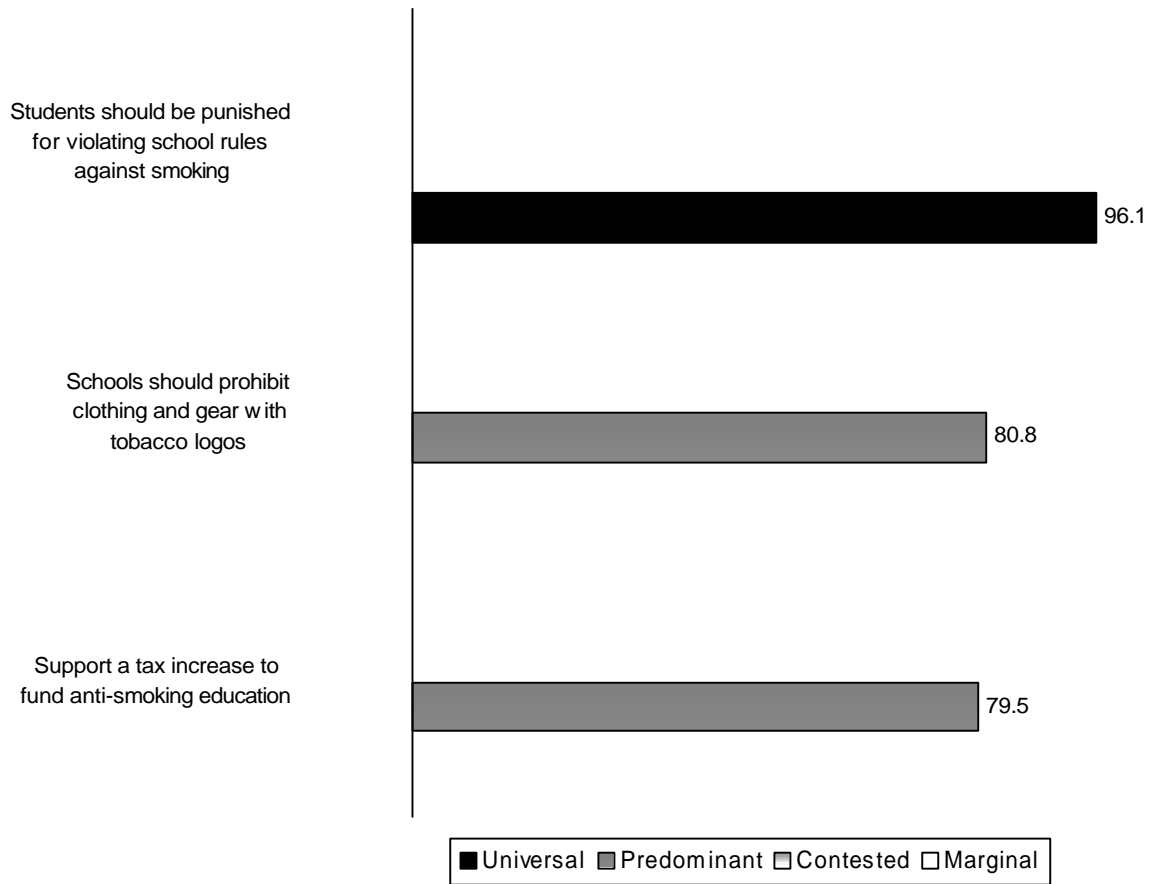
**Universal Norms, Beliefs and Practices**

- 2.7 million Mississippi adults (96.1 percent) believe that students should be punished for violating school rules against smoking.

**Significant Improvements**

- The percentage of Mississippi adults who believe that schools should prohibit students from wearing clothing or carrying gear with tobacco logos increased from 67.6 to 80.8 percent from 2000 to 2002 and from 72.4 to 80.8 percent from 2001 to 2002.

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



**Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

Education		2000	2001	2002	% Point Difference	% Change
Schools should prohibit clothing or gear with tobacco logos	MS	67.6	72.4	80.8 ***	13.2	19.5
	US	62.1	65.4	62.3 **	0.2	0.3
Support a tax increase to fund anti-smoking education	MS	76.5	79.7	79.5	3.0	3.9
	US	68.9	73.9	72.8 *	3.9	5.7
Students should be punished for violating school rules against smoking	MS	94.8	96.3	96.1	1.3	1.4
	US	91.8	93.8	93.0	1.2	1.3

---

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 200.

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

Detailed Tables

**Table 3.1 Students Wearing Clothing with Tobacco Logos**

“Schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school. Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	31.8	49.0	15.2	4.0	
Rural/Urban					
Rural	31.3	51.4	14.5	2.8	
Urban	32.2	47.1	15.8	4.9	.275
Smoking Status					
Nonsmoker	33.8	49.3	12.7	4.2	
Smoker	23.9	47.7	25.4	3.0	<.001
Gender					
Male	26.6	48.1	20.6	4.7	
Female	36.1	49.9	10.8	3.2	<.001
Race					
White	32.9	48.2	16.0	3.0	
African American	29.7	51.4	13.6	5.3	.180
Age					
18-24 years of age	26.4	48.1	17.8	7.8	
25-44 years of age	34.8	50.0	12.4	2.8	
45-64 years of age	33.0	47.7	16.2	3.0	
65 years of age and older	27.3	49.7	17.6	5.5	.105
Education					
Not a high school graduate	29.9	50.4	18.1	1.6	
High school graduate	32.3	51.2	11.1	5.4	
Some college	28.7	49.5	18.9	2.9	
College Graduate	36.3	45.2	14.1	4.4	.089

Note: 3.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

**Table 3.2 Increase Taxes to Fund Anti-Smoking Education**

“State tobacco taxes should be increased to fund education to prevent young people from starting to smoke. Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	27.1	52.5	14.9	5.6	
Rural/Urban					
Rural	26.5	51.4	15.9	6.2	
Urban	27.5	53.4	14.0	5.1	.732
Smoking Status					
Nonsmoker	30.3	53.8	10.7	5.2	
Smoker	14.6	46.5	31.3	7.5	<.001
Gender					
Male	23.4	49.8	19.6	7.2	
Female	30.4	54.7	10.9	4.0	<.001
Race					
White	25.5	49.4	18.2	6.9	
African American	30.4	59.0	7.9	2.7	<.001
Age					
18-24 years of age	30.0	53.1	13.8	3.1	
25-44 years of age	30.7	52.9	12.9	3.4	
45-64 years of age	23.0	48.8	20.9	7.3	
65 years of age and older	25.0	59.1	7.3	8.5	<.001
Education					
Not a high school graduate	23.8	58.7	14.3	3.2	
High school graduate	31.3	53.9	10.1	4.7	
Some college	24.8	51.3	18.3	5.6	
College Graduate	27.0	49.0	16.6	7.5	.078

Note: 4.0 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

**Table 3.3 Students Should be Punished for Violating School Rules against Smoking**

“Students should be punished for violating school rules against smoking.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	31.6	64.4	2.9	1.0	
Rural/Urban					
Rural	31.4	63.9	3.5	1.2	
Urban	31.8	64.8	2.5	0.9	.766
Smoking Status					
Nonsmoker	33.9	62.6	2.4	1.1	
Smoker	22.4	71.6	5.0	0.1	.002
Gender					
Male	27.4	68.9	2.6	1.1	
Female	35.2	60.6	3.2	0.9	.051
Race					
White	32.1	63.8	2.9	1.1	
African American	30.6	66.1	2.4	0.9	.901
Age					
18-24 years of age	33.1	64.6	1.5	0.8	
25-44 years of age	35.7	60.7	2.5	1.1	
45-64 years of age	29.2	67.6	3.2	0.0	
65 years of age and older	26.3	66.5	4.2	3.0	.040
Education					
Not a high school graduate	28.6	66.7	4.8	0.0	
High school graduate	34.4	61.3	2.6	1.6	
Some college	26.4	69.1	3.2	1.3	
College Graduate	35.7	61.4	2.0	0.8	.217

Note: 1.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Universal Norms, Beliefs and Practices**

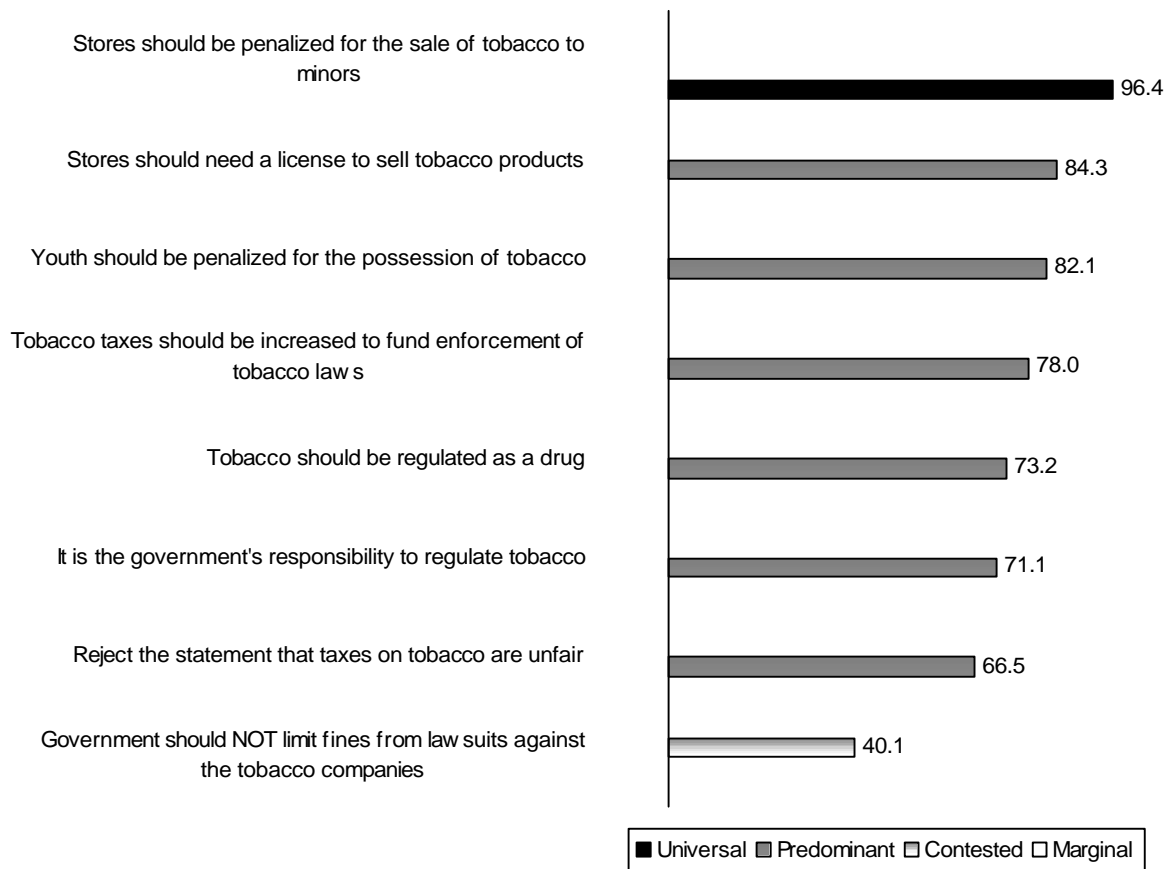
- 2.8 million Mississippi adults (96.4 percent) believe that stores should be penalized for the sale of tobacco to minors.

**Significant Improvements**

- The percentage of Mississippi adults who believe that tobacco should be regulated as a drug increased from 67.9 to 73.2 percent from 2000 to 2002.

## GOVERNMENT AND POLITICAL ORDER

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices





## GOVERNMENT AND POLITICAL ORDER

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government		2000	2001	2002	% Point Difference	% Change
Tobacco should be regulated as a drug	MS	67.9	75.9	73.2 *	5.3	7.8
	US	63.7	66.0	66.0	2.3	3.6
Stores should need a license to sell tobacco products	MS	80.8	84.7	84.3	3.5	4.3
	US	71.5	74.6	78.2 ***	6.7	9.4
Tobacco taxes should be increased to fund enforcement of tobacco laws	MS	75.3	79.9	78.0	2.7	3.6
	US	64.7	71.3	72.2 *	7.5	11.6
Stores should be penalized for the sale of tobacco to minors	MS	95.8	96.4	96.4	0.6	0.6
	US	93.4	94.0	94.0	0.6	0.6
Youth should be penalized for the possession of tobacco	MS	82.0	83.0	82.1	0.1	0.1
	US	75.6	76.0	76.3	0.7	0.9
Reject the statement that taxes on tobacco are unfair	MS	66.9	72.4	66.6 **	-0.3	-0.4
	US	68.8	72.4	68.1 **	-0.7	-1.0
It is the responsibility of government to regulate tobacco	MS	70.4	75.4	71.1 **	0.7	1.0
	US	63.7	66.0	64.2	0.5	0.8
Government should NOT limit fines from lawsuits against the tobacco companies	MS	47.6	47.2	40.1 ***	-7.5	-15.8
	US	47.6	50.0	48.6	1.0	2.1

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

# GOVERNMENT AND POLITICAL ORDER

## Detailed Tables

**Table 4.1 Tobacco Should Be Regulated as a Drug**

“Tobacco products should be regulated as a drug by a government agency such as the Food and Drug Administration. Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	22.7	50.5	20.2	6.6	
Rural/Urban					
Rural	23.9	47.8	22.2	6.2	
Urban	21.9	52.6	18.6	6.9	.375
Smoking Status					
Nonsmoker	25.4	52.6	16.4	5.6	
Smoker	13.1	42.7	34.2	10.1	<.001
Gender					
Male	19.0	47.9	26.9	6.3	
Female	25.9	53.1	14.1	6.9	<.001
Race					
White	22.0	46.9	23.6	7.4	
African American	24.5	57.1	14.0	4.3	<.001
Age					
18-24 years of age	19.4	55.6	16.1	8.9	
25-44 years of age	24.6	50.6	19.6	5.3	
45-64 years of age	22.4	49.2	22.1	6.2	
65 years of age and older	22.3	48.4	21.0	8.3	.700
Education					
Not a high school graduate	26.8	52.8	18.1	2.4	
High school graduate	27.7	49.6	17.0	5.7	
Some college	16.4	55.4	20.1	8.1	
College Graduate	22.8	44.3	24.9	8.0	.008

Note: 6.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.2 Tobacco Licensing**

“Store owners should need a license to sell tobacco, just like they do to sell alcohol.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	24.8	59.5	12.7	2.9	
Rural/Urban					
Rural	25.2	60.4	11.3	3.1	
Urban	24.5	58.7	13.9	2.9	.696
Smoking Status					
Nonsmoker	26.8	60.4	9.9	2.8	
Smoker	17.5	55.5	23.5	3.5	<.001
Gender					
Male	22.1	57.5	17.9	2.4	
Female	27.0	61.7	8.1	3.3	<.001
Race					
White	23.3	57.3	15.9	3.5	
African American	28.4	64.2	6.2	1.2	<.001
Age					
18-24 years of age	22.1	62.6	11.5	3.8	
25-44 years of age	28.3	57.7	11.7	2.3	
45-64 years of age	21.5	60.9	14.5	3.0	
65 years of age and older	25.9	58.4	12.0	3.6	.676
Education					
Not a high school graduate	27.0	62.7	7.1	3.2	
High school graduate	28.9	59.9	8.9	2.3	
Some college	20.5	60.9	15.9	2.6	
College Graduate	24.2	55.7	16.4	3.7	.034

Note: 3.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.3 Increased Taxes to Fund Enforcement of Tobacco Laws**

“State tobacco taxes should be increased to fund programs to enforce laws that prevent sales of tobacco to minors. Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	23.5	54.5	15.9	6.0	
Rural/Urban					
Rural	25.9	51.7	15.5	6.9	
Urban	21.8	56.6	16.2	5.4	.288
Smoking Status					
Nonsmoker	26.7	56.8	11.1	5.5	
Smoker	11.4	45.3	34.8	8.5	<.001
Gender					
Male	19.1	50.9	22.1	7.9	
Female	27.6	57.6	10.6	4.2	<.001
Race					
White	22.9	49.8	20.7	6.7	
African American	25.2	64.5	6.1	4.2	<.001
Age					
18-24 years of age	24.8	58.1	11.6	5.4	
25-44 years of age	26.5	55.3	14.2	4.0	
45-64 years of age	21.6	50.9	19.8	7.7	
65 years of age and older	20.0	57.6	14.7	7.6	.103
Education					
Not a high school graduate	22.7	57.8	14.8	4.7	
High school graduate	29.0	55.1	12.2	3.6	
Some college	17.6	57.7	17.9	6.7	
College Graduate	24.7	47.7	18.5	9.1	.006

Note: 2.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.4 Stores Should Be Penalized for the Sale of Tobacco Products to Minors**

“Stores should be penalized for the sale of tobacco products to persons under the age of 18.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	35.1	61.3	2.6	1.0	
Rural/Urban					
Rural	35.5	59.4	3.5	1.6	
Urban	34.8	62.7	2.0	0.5	.143
Smoking Status					
Nonsmoker	37.7	59.3	1.9	1.1	
Smoker	25.1	69.5	5.4	0.0	<.001
Gender					
Male	30.9	64.1	3.9	1.1	
Female	38.9	58.7	1.5	0.9	.010
Race					
White	33.9	61.8	3.4	0.9	
African American	37.2	60.4	1.2	1.2	.176
Age					
18-24 years of age	33.8	63.1	2.3	0.8	
25-44 years of age	41.0	57.6	1.1	0.3	
45-64 years of age	31.8	63.3	4.1	0.9	
65 years of age and older	29.9	64.7	3.0	2.4	.025
Education					
Not a high school graduate	29.7	64.8	3.1	2.3	
High school graduate	37.5	58.0	3.6	1.0	
Some college	30.5	67.3	1.9	0.3	
College Graduate	40.8	55.9	2.0	1.2	.075

Note: 1.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.5 Possession of Tobacco by Minors**

“Persons under the age of 18 should be penalized for the possession of tobacco products.  
Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	21.7	60.4	15.5	2.4	
Rural/Urban					
Rural	22.0	59.9	15.4	2.7	
Urban	21.4	60.9	15.5	2.3	.969
Smoking Status					
Nonsmoker	23.6	61.9	11.9	2.6	
Smoker	14.3	54.1	29.6	2.0	<.001
Gender					
Male	17.2	59.8	19.5	3.5	
Female	25.5	61.0	12.0	1.6	<.001
Race					
White	20.9	60.3	16.8	2.0	
African American	23.1	61.7	12.3	2.8	.270
Age					
18-24 years of age	16.4	62.5	15.6	5.5	
25-44 years of age	26.2	59.1	13.2	1.5	
45-64 years of age	16.7	64.8	17.0	1.6	
65 years of age and older	26.1	52.3	17.6	3.9	.006
Education					
Not a high school graduate	21.3	63.1	12.3	3.3	
High school graduate	22.1	62.8	11.7	3.4	
Some college	21.8	58.5	18.3	1.4	
College Graduate	21.0	58.1	18.8	2.2	.333

Note: 7.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.6 Are Taxes on Tobacco Fair**

“Taxes on tobacco are unfair.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	7.6	25.9	48.3	18.2	
Rural/Urban					
Rural	6.7	27.7	44.7	21.0	
Urban	8.2	24.5	51.1	16.2	.092
Smoking Status					
Nonsmoker	4.6	20.4	53.2	21.9	
Smoker	19.5	47.4	28.9	4.2	<.001
Gender					
Male	7.9	33.5	44.7	14.0	
Female	7.2	19.5	51.4	21.9	<.001
Race					
White	7.7	24.4	48.7	19.2	
African American	7.0	28.9	48.2	15.9	.411
Age					
18-24 years of age	7.6	28.6	49.6	14.3	
25-44 years of age	6.9	24.7	49.7	18.7	
45-64 years of age	6.9	29.3	46.7	17.1	
65 years of age and older	10.1	19.6	47.5	22.8	.391
Education					
Not a high school graduate	6.6	38.0	35.5	19.8	
High school graduate	11.7	24.0	46.3	18.0	
Some college	6.8	24.8	51.7	16.7	
College Graduate	4.3	22.5	53.2	19.9	.003

Note: 8.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## GOVERNMENT AND POLITICAL ORDER

**Table 4.7 Government Responsibility**

“It is the responsibility of the government to regulate tobacco.  
Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	<b>14.6</b>	56.5	24.2	4.7	
Rural/Urban					
Rural	<b>15.4</b>	49.5	29.5	5.6	
Urban	<b>14.1</b>	61.8	20.0	4.2	.001
Smoking Status					
Nonsmoker	<b>16.2</b>	60.0	19.2	4.6	
Smoker	<b>8.1</b>	43.2	43.8	4.9	<.001
Gender					
Male	<b>12.9</b>	53.0	29.3	4.8	
Female	<b>16.2</b>	59.3	19.9	4.6	.009
Race					
White	<b>13.4</b>	52.3	28.5	5.8	
African American	<b>16.8</b>	64.8	15.9	2.5	<.001
Age					
18-24 years of age	<b>18.3</b>	58.7	21.4	1.6	
25-44 years of age	<b>14.5</b>	63.9	18.1	3.6	
45-64 years of age	<b>12.8</b>	51.8	28.8	6.7	
65 years of age and older	<b>16.6</b>	47.7	29.8	6.0	.002
Education					
Not a high school graduate	<b>19.8</b>	55.4	19.8	5.0	
High school graduate	<b>17.0</b>	55.8	23.3	3.9	
Some college	<b>14.0</b>	57.9	22.5	5.6	
College Graduate	<b>9.6</b>	56.3	29.3	4.8	.202

Note: 9.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.8 Lawsuit Limit Against Tobacco Companies**

“The government should limit fines from lawsuits against the tobacco companies.  
Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	10.9	49.0	29.2	<b>10.9</b>	
Rural/Urban					
Rural	10.3	49.9	28.3	<b>11.5</b>	
Urban	11.2	48.4	30.0	<b>10.4</b>	.859
Smoking Status					
Nonsmoker	10.5	46.3	31.3	<b>11.9</b>	
Smoker	12.2	59.6	21.3	<b>6.9</b>	.002
Gender					
Male	9.6	50.2	28.9	<b>11.2</b>	
Female	11.8	48.2	29.3	<b>10.8</b>	.740
Race					
White	12.5	51.5	26.8	<b>9.2</b>	
African American	7.8	45.0	33.7	<b>13.6</b>	.005
Age					
18-24 years of age	8.9	43.5	34.7	<b>12.9</b>	
25-44 years of age	9.6	48.1	31.0	<b>11.3</b>	
45-64 years of age	12.3	48.8	28.4	<b>10.5</b>	
65 years of age and older	12.0	56.7	22.0	<b>9.3</b>	.372
Education					
Not a high school graduate	8.3	55.0	19.2	<b>17.5</b>	
High school graduate	13.2	46.7	30.0	<b>10.1</b>	
Some college	9.3	51.9	28.9	<b>10.0</b>	
College Graduate	11.1	44.7	34.5	<b>9.8</b>	.044

Note: 7.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

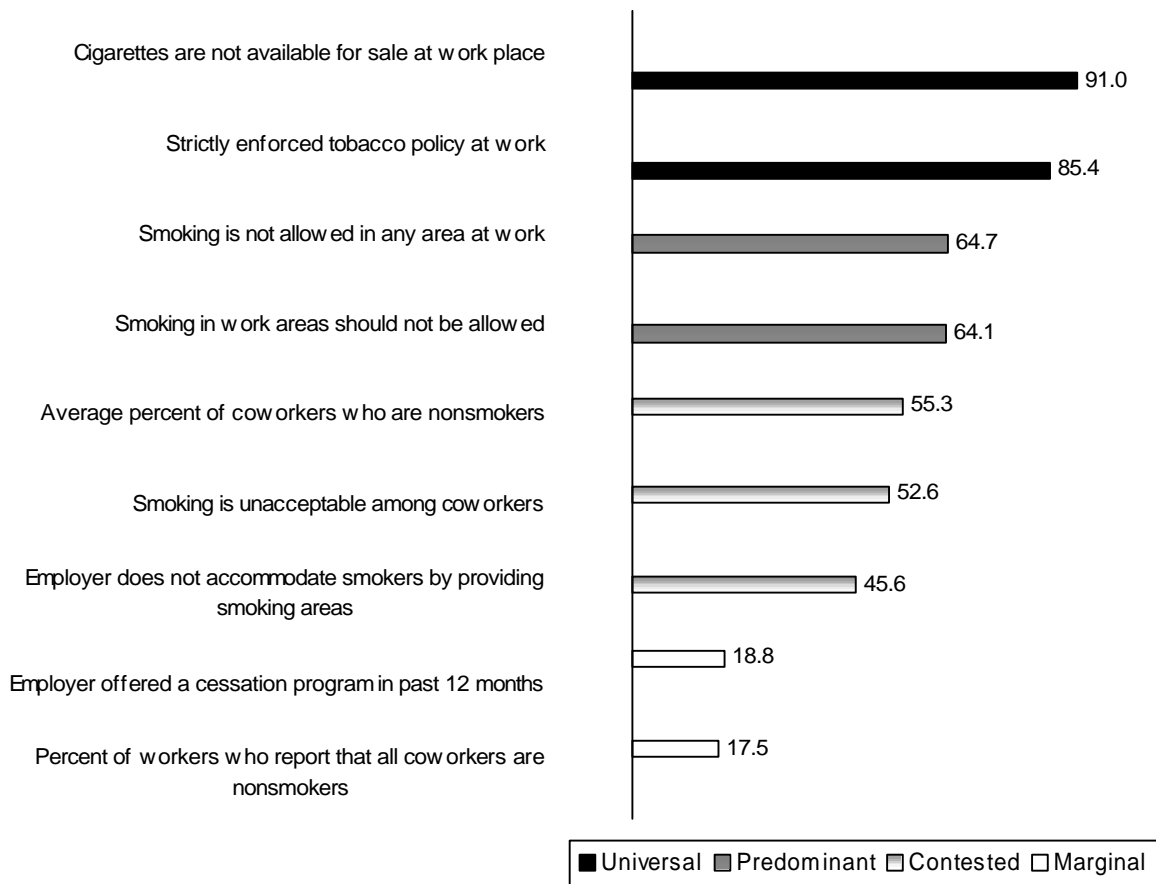
### **Universal Norms, Beliefs and Practices**

- 2.6 million Mississippi adults (91.0 percent) reported that cigarettes are not available for sale at the workplace.
- 2.4 million Mississippi adults (85.4 percent) reported that there was a strictly enforced tobacco policy at their workplace.

### **Significant Improvements**

- The percentage of Mississippi adults who believe that smoking should not be allowed in indoor work areas increased from 53.2 to 64.7 percent from 2000 to 2002.
- The percentage of Mississippi adults who reported that there is a strictly enforced smoking policy at work increased from 72.3 to 85.4 percent from 2000 to 2002.

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



**Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**

Work		2000	2001	2002	% Point Difference	% Change
Smoking in work areas should not be allowed	MS	61.8	63.4	64.1	2.3	3.7
	US	57.8	61.8	66.4 ***	8.6	14.9
Tobacco use is unacceptable among co-workers	MS	52.4	48.7	52.6	0.2	0.4
	US	53.8	53.6	54.8	1.0	1.9
Smoking is not allowed in any area at work	MS	53.2	62.1	64.7 *	11.5	21.6
	US	65.7	68.5	65.0 **	-0.7	-1.1
Strictly enforced tobacco policy at work	MS	72.3	82.8	85.4 *	13.1	18.1
	US	78.0	79.5	80.7	2.7	3.5
Employer does not accommodate smokers	MS	45.9	53.6	45.6 *	-0.3	-0.7
	US	53.4	50.3	56.1 **	2.7	5.1
Cigarettes are not available for sale at work place	MS	91.8	91.6	91.0	-0.8	-0.9
	US	91.9	91.9	93.4	1.5	1.6
Employer offered cessation program in past 12 months	MS	14.5	19.8	18.8	4.3	29.7
	US	23.2	23.6	21.3	-1.9	-8.2

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002



Detailed Tables

**Table 5.1 Should Smoking Be Allowed in Work Areas**

“In indoor work areas, do you think smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	In some areas	Not allowed at all	p
Total	0.9	34.6	63.1	
Rural/Urban				
Rural	0.7	32.5	66.8	
Urban	1.1	37.1	61.9	.250
Smoking Status				
Nonsmoker	0.5	27.1	72.4	
Smoker	2.5	67.3	30.2	<.001
Gender				
Male	0.9	41.7	57.4	
Female	0.9	29.7	69.4	<.001
Race				
White	1.1	34.3	64.7	
African American	0.6	37.3	62.0	.503
Age				
18-24 years of age	0.8	40.5	58.8	
25-44 years of age	0.8	37.0	62.1	
45-64 years of age	1.2	33.8	65.0	
65 years of age and older	0.6	29.5	69.9	.489
Education				
Not a high school graduate	3.1	37.2	59.7	
High school graduate	0.0	36.4	63.6	
Some college	1.3	38.1	60.6	
College Graduate	0.4	28.8	70.8	.007

Note: 1.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 5.2 Acceptability of Tobacco Use Among Coworkers**

“Among your coworkers, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very Unacceptable	p
Total	17.8	29.6	12.9	39.7	
Rural/Urban					
Rural	17.6	27.8	11.0	43.6	
Urban	17.9	30.9	14.0	37.2	.406
Smoking Status					
Nonsmoker	15.6	28.4	12.4	43.6	
Smoker	26.4	33.9	14.9	24.8	.001
Gender					
Male	21.3	37.0	13.5	28.2	
Female	13.8	20.8	11.9	53.5	<.001
Race					
White	18.1	27.5	13.5	40.9	
African American	17.7	33.0	12.1	37.2	.553
Age					
18-24 years of age	28.0	36.0	6.7	29.3	
25-44 years of age	20.1	29.7	15.2	35.0	
45-64 years of age	12.4	27.3	12.0	48.3	
65 years of age and older	3.8	30.8	15.4	50.0	.003
Education					
Not a high school graduate	20.5	41.0	7.7	30.8	
High school graduate	25.1	32.3	10.2	32.3	
Some college	14.5	30.6	15.0	39.9	
College Graduate	14.0	23.8	14.5	47.7	.011

Note: 41.8 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.3 Employer Smoking Policy**

“Which of the following best describes your place of work’s official smoking policy for indoor work areas?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Smoking is not allowed in any area	It is allowed in some areas	It is allowed in all areas	There is no official policy	p
Total	<b>64.8</b>	25.9	1.6	7.7	
Rural/Urban					
Rural	<b>67.0</b>	22.6	1.3	9.1	
Urban	<b>63.4</b>	28.0	1.7	6.9	.419
Smoking Status					
Nonsmoker	<b>70.2</b>	22.1	0.6	7.1	
Smoker	<b>44.3</b>	41.0	4.9	9.8	<.001
Gender					
Male	<b>56.8</b>	29.8	2.5	10.8	
Female	<b>74.0</b>	21.2	0.4	4.4	<.001
Race					
White	<b>68.0</b>	19.8	2.5	9.6	
African American	<b>58.1</b>	37.2	0.0	4.7	<.001
Age					
18-24 years of age	<b>56.0</b>	37.3	0.0	6.7	
25-44 years of age	<b>62.7</b>	28.2	2.1	7.0	
45-64 years of age	<b>68.6</b>	20.1	1.5	9.8	
65 years of age and older	<b>83.3</b>	12.5	0.0	4.2	.079
Education					
Not a high school graduate	<b>52.5</b>	32.5	0.0	15.0	
High school graduate	<b>53.3</b>	34.5	3.6	8.5	
Some college	<b>63.4</b>	27.7	1.0	7.9	
College Graduate	<b>78.1</b>	15.8	0.5	5.6	<.001

Note: 41.8 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.4 Enforcement of Smoking Policy**

“Would you say that this smoking policy is not enforced at all, poorly enforced, somewhat enforced, or strictly enforced?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	p
Total	1.2	2.0	11.3	<b>85.5</b>	
Rural/Urban					
Rural	0.5	1.9	9.2	<b>88.3</b>	
Urban	1.8	1.8	12.5	<b>83.8</b>	.353
Smoking Status					
Nonsmoker	1.6	2.1	11.6	<b>84.7</b>	
Smoker	0.0	1.0	9.6	<b>89.4</b>	.425
Gender					
Male	1.1	2.6	15.1	<b>81.3</b>	
Female	0.8	0.8	7.3	<b>91.1</b>	.011
Race					
White	0.3	2.5	9.4	<b>87.8</b>	
African American	2.4	1.5	14.6	<b>81.5</b>	.028
Age					
18-24 years of age	1.4	0.0	15.7	<b>82.9</b>	
25-44 years of age	0.8	2.7	10.8	<b>85.8</b>	
45-64 years of age	2.2	1.7	9.9	<b>86.2</b>	
65 years of age and older	0.0	0.0	13.0	<b>87.0</b>	.696
Education					
Not a high school graduate	0.0	0.0	3.0	<b>97.0</b>	
High school graduate	2.8	2.1	14.5	<b>80.7</b>	
Some college	0.6	2.3	7.0	<b>90.1</b>	
College Graduate	1.1	1.6	14.1	<b>83.2</b>	.148

Note: 47.2 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 5.5 Employer Accommodation of Smokers**

“Does your employer accommodate smokers by doing things like providing a covered area outside or an indoor smoke room?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	p
Total	54.4	45.6	
Rural/Urban			
Rural	53.6	46.4	
Urban	55.0	45.0	.731
Smoking Status			
Nonsmoker	54.5	45.5	
Smoker	54.2	45.8	.941
Gender			
Male	57.7	42.3	
Female	50.4	49.6	.077
Race			
White	52.0	48.0	
African American	58.8	41.2	.112
Age			
18-24 years of age	68.9	31.1	
25-44 years of age	57.3	42.7	
45-64 years of age	47.0	53.0	
65 years of age and older	40.0	60.0	.003
Education			
Not a high school graduate	59.0	41.0	
High school graduate	55.0	45.0	
Some college	57.6	42.4	
College Graduate	49.5	50.5	.391

Note: 42.6 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

**Table 5.6 Availability of Cigarettes for Sale at Work**

“Are cigarettes for sale at your work place?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	P
Total	9.1	90.9	
Rural/Urban			
Rural	10.5	89.5	
Urban	8.1	91.9	.199
Smoking Status			
Nonsmoker	9.2	90.8	
Smoker	8.9	91.1	.928
Gender			
Male	8.6	91.4	
Female	9.2	90.8	.821
Race			
White	8.8	91.2	
African American	10.1	89.9	.603
Age			
18-24 years of age	20.3	79.7	
25-44 years of age	7.7	92.3	
45-64 years of age	7.2	92.8	
65 years of age and older	4.2	95.8	.004
Education			
Not a high school graduate	5.1	94.9	
High school graduate	11.6	88.4	
Some college	9.3	90.7	
College Graduate	7.3	92.7	.424

Note: 41.8 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

**Table 5.7 Employer Cessation Program**

“Within the past 12 months, has your employer offered any stop smoking programs or any other help to employees who want to quit smoking?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

<b>Sample Characteristic</b>	<b>Yes</b>	<b>No</b>	<b>p</b>
Total	<b>18.8</b>	81.2	
Rural/Urban			
Rural	<b>17.9</b>	82.1	
Urban	<b>19.4</b>	80.6	.651
Smoking Status			
Nonsmoker	<b>20.0</b>	80.0	
Smoker	<b>14.8</b>	85.2	.193
Gender			
Male	<b>20.3</b>	79.7	
Female	<b>16.9</b>	83.1	.293
Race			
White	<b>19.8</b>	80.2	
African American	<b>17.0</b>	83.0	.409
Age			
18-24 years of age	<b>16.9</b>	83.1	
25-44 years of age	<b>19.5</b>	80.5	
45-64 years of age	<b>20.4</b>	79.6	
65 years of age and older	<b>4.3</b>	95.7	.293
Education			
Not a high school graduate	<b>10.0</b>	90.0	
High school graduate	<b>16.6</b>	83.4	
Some college	<b>15.8</b>	84.2	
College Graduate	<b>25.8</b>	74.2	.023

Note: 44.5 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

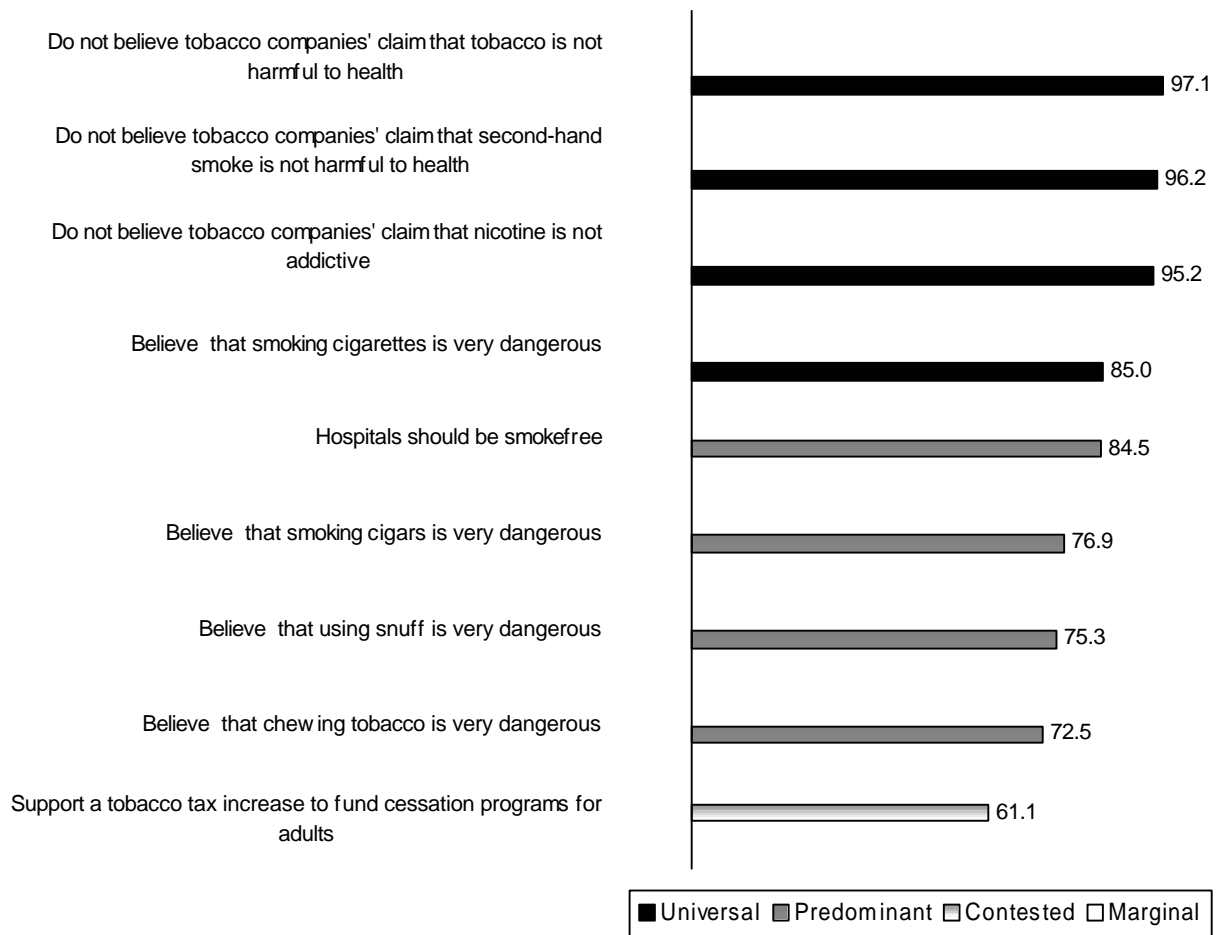
### **Universal Norms, Beliefs and Practices**

- 2.8 million Mississippi adults (97.1 percent) do not believe the tobacco companies' claim that tobacco is not harmful to health.
- 2.8 million Mississippi adults (96.2 percent) do not believe the tobacco companies' claim that second hand smoke is not harmful to health.
- 2.7 million Mississippi adults (95.2 percent) do not believe the tobacco companies' claim that nicotine is not addictive.
- 2.4 million Mississippi adults (85.0 percent) believe that smoking cigarettes is very dangerous.

### **Significant Improvements**

- The percentage of Mississippi adults who believe that hospitals should be smokefree increased from 76.1 to 84.5 percent from 2000 to 2002.

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



## HEALTH AND MEDICAL CARE

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care		2000	2001	2002	% Point Difference	% Change
Hospitals should be smokefree	MS	76.1	85.1	84.5 *	8.4	11.0
	US	74.3	83.9	84.8 *	10.5	14.1
Support a tobacco tax increase to fund cessation programs for adults	MS	65.1	68.9	61.1 **	-4.0	-6.1
	US	57.3	58.7	60.2	2.9	5.1
Do not believe tobacco companies' claim that nicotine is not addictive	MS	95.1	95.9	95.2	0.1	0.1
	US	96.4	96.0	96.3	-0.1	-0.1
Do not believe tobacco companies' claim that tobacco is not harmful to health	MS	96.9	97.3	97.1	0.2	0.2
	US	98.3	97.6	97.1 *	-1.2	-1.2
Do not believe tobacco companies' claim that ETS is not harmful to health	MS	96.4	96.7	96.2	-0.2	-0.2
	US	96.4	95.7	95.9	-0.5	-0.5
Believe that chewing tobacco is very dangerous	MS	73.0	72.2	72.5	-0.5	-0.7
	US	71.4	73.2	77.1 ***	5.7	8.0
Believe that smoking cigarettes is very dangerous	MS	83.2	84.9	85.0	1.8	2.2
	US	78.9	81.0	84.2 ***	5.3	6.7
Believe that using snuff is very dangerous	MS	75.8	75.7	75.3	-0.5	-0.7
	US	72.5	75.0	79.3 ***	6.8	9.4
Believe that smoking cigars is very dangerous	MS	75.0	76.1	76.9	1.9	2.5
	US	68.1	65.2	73.0 ***	4.9	7.2

\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

## Detailed Tables

**Table 6.1 Should Smoking Be Allowed in Hospitals**

"In hospitals, do you think that smoking should be allowed in all areas, in some areas, or not at all?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.1	15.4	<b>84.5</b>	
Rural/Urban				
Rural	0.0	15.0	<b>85.0</b>	
Urban	0.2	15.8	<b>84.0</b>	.642
Smoking Status				
Nonsmoker	0.1	10.8	<b>89.1</b>	
Smoker	0.0	33.7	<b>66.3</b>	<.001
Gender				
Male	0.0	17.5	<b>82.5</b>	
Female	0.2	13.7	<b>86.1</b>	.172
Race				
White	0.2	17.2	<b>82.5</b>	
African American	0.0	12.0	<b>88.0</b>	.076
Age				
18-24 years of age	0.0	14.5	<b>85.5</b>	
25-44 years of age	0.0	16.3	<b>83.7</b>	
45-64 years of age	0.0	15.4	<b>84.6</b>	
65 years of age and older	0.6	14.2	<b>85.2</b>	.517
Education				
Not a high school graduate	0.0	18.3	<b>81.7</b>	
High school graduate	0.3	11.6	<b>88.1</b>	
Some college	0.0	18.4	<b>81.6</b>	
College Graduate	0.0	14.7	<b>85.3</b>	.186

Note: 0.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.2 Support for a Tax Increase to Fund Adult Cessation Programs**

"State tobacco taxes should be increased to fund programs to help adults quit smoking.  
Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	<b>16.6</b>	44.6	29.1	9.8	
Rural/Urban					
Rural	<b>15.8</b>	45.2	28.0	11.1	
Urban	<b>17.2</b>	44.1	29.9	8.8	.593
Smoking Status					
Nonsmoker	<b>17.8</b>	49.7	23.5	9.0	
Smoker	<b>12.1</b>	25.1	50.3	12.6	<.001
Gender					
Male	<b>11.9</b>	39.6	36.3	12.2	
Female	<b>20.7</b>	48.8	22.9	7.6	<.001
Race					
White	<b>15.5</b>	39.6	33.3	11.6	
African American	<b>18.7</b>	55.2	20.6	5.5	<.001
Age					
18-24 years of age	<b>17.7</b>	46.2	29.2	6.9	
25-44 years of age	<b>19.2</b>	48.3	26.2	9.4	
45-64 years of age	<b>14.3</b>	40.9	33.5	11.3	
65 years of age and older	<b>14.3</b>	43.5	26.2	16.1	.010
Education					
Not a high school graduate	<b>26.0</b>	49.6	20.5	3.9	
High school graduate	<b>16.7</b>	46.3	29.6	7.5	
Some college	<b>14.2</b>	43.7	29.1	12.9	
College Graduate	<b>14.6</b>	41.0	33.1	11.3	.004

Note: 4.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 6.3 Believe Tobacco Companies' Claim that Nicotine is Not Addictive**

"Tobacco companies are being truthful when they say that nicotine is not addictive. Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.6	4.1	53.0	42.2	
Rural/Urban					
Rural	0.2	3.5	54.4	41.8	
Urban	0.9	4.5	52.1	42.5	.455
Smoking Status					
Nonsmoker	0.5	3.2	51.3	45.0	
Smoker	1.0	7.5	59.7	31.8	.001
Gender					
Male	1.1	5.3	55.0	38.6	
Female	0.4	3.0	51.3	45.3	.046
Race					
White	0.5	3.6	51.9	44.0	
African American	0.9	4.9	55.6	38.6	.304
Age					
18-24 years of age	1.5	6.1	45.8	46.6	
25-44 years of age	0.3	3.7	52.2	43.8	
45-64 years of age	0.3	3.3	55.5	40.9	
65 years of age and older	1.8	4.7	55.9	37.6	.246
Education					
Not a high school graduate	0.0	5.6	56.0	38.4	
High school graduate	1.6	4.2	52.1	42.1	
Some college	0.3	4.5	53.5	41.6	
College Graduate	0.0	2.5	52.1	45.4	.254

Note: 2.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.4 Believe Tobacco Companies' Claim that Tobacco is Not Harmful to Health**

"Tobacco companies are being truthful when they say tobacco is not harmful to health. Do you strongly agree, agree, disagree, or strongly disagree?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.2	2.7	52.5	44.6	
Rural/Urban					
Rural	0.2	2.8	53.4	43.6	
Urban	0.2	2.7	51.8	45.3	.957
Smoking Status					
Nonsmoker	0.1	1.9	51.0	47.0	
Smoker	0.5	5.6	58.7	35.2	.001
Gender					
Male	0.2	3.3	54.7	41.7	
Female	0.2	2.3	50.6	47.0	.341
Race					
White	0.2	2.4	50.8	46.7	
African American	0.3	3.3	56.0	40.4	.259
Age					
18-24 years of age	0.0	3.8	47.3	48.9	
25-44 years of age	0.3	3.2	52.2	44.4	
45-64 years of age	0.0	2.1	53.8	44.1	
65 years of age and older	0.6	1.7	54.7	43.0	.751
Education					
Not a high school graduate	0.0	2.4	57.5	40.2	
High school graduate	0.3	3.5	51.6	44.5	
Some college	0.0	3.6	52.8	43.6	
College Graduate	0.4	0.4	50.6	48.6	.309

Note: 2.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.5 Believe Tobacco Companies' Claim that Second-Hand Smoke is Not Harmful to Health**

"Tobacco companies are being truthful when they say second-hand smoke is not harmful to health. Do you strongly agree, agree, disagree, or strongly disagree?"

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	0.2	3.6	53.7	42.5	
Rural/Urban					
Rural	0.2	2.8	55.7	41.2	
Urban	0.2	4.2	52.2	43.5	.563
Smoking Status					
Nonsmoker	0.1	2.7	52.2	44.9	
Smoker	0.5	7.4	59.5	32.6	.001
Gender					
Male	0.2	5.4	55.7	38.7	
Female	0.2	2.1	51.9	45.8	.013
Race					
White	0.3	3.2	51.9	44.6	
African American	0.0	3.9	57.4	38.7	.226
Age					
18-24 years of age	0.0	3.1	48.5	48.5	
25-44 years of age	0.3	4.1	52.5	43.2	
45-64 years of age	0.0	4.6	54.9	40.5	
65 years of age and older	0.6	1.2	58.3	39.9	.404
Education					
Not a high school graduate	0.0	4.0	56.8	39.2	
High school graduate	0.3	2.6	55.6	41.4	
Some college	0.3	5.3	52.0	42.4	
College Graduate	0.0	2.5	51.7	45.8	.629

Note: 4.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.6 Danger of Chewing Tobacco**

"Is chewing tobacco very dangerous, somewhat dangerous, or not very dangerous?"

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	p
Total	72.6	25.5	1.9	
Rural/Urban				
Rural	74.0	23.1	2.9	
Urban	71.2	27.5	1.3	.083
Smoking Status				
Nonsmoker	75.4	23.4	1.2	
Smoker	60.0	35.0	5.0	<.001
Gender				
Male	64.4	32.9	2.8	
Female	79.5	19.3	1.2	<.001
Race				
White	70.1	27.8	2.1	
African American	77.1	21.3	1.6	.080
Age				
18-24 years of age	74.0	25.2	0.8	
25-44 years of age	72.6	25.6	1.7	
45-64 years of age	70.6	27.2	2.2	
65 years of age and older	74.8	22.7	2.5	.867
Education				
Not a high school graduate	66.9	26.3	6.8	
High school graduate	75.8	22.8	1.4	
Some college	74.3	25.0	0.7	
College Graduate	69.7	28.7	1.6	.002

Note: 5.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.7 Danger of Smoking Cigarettes**

"Is smoking cigarettes very dangerous, somewhat dangerous, or not very dangerous?"

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	<b>85.0</b>	14.2	0.8	
Rural/Urban				
Rural	<b>86.8</b>	12.3	0.9	
Urban	<b>83.5</b>	15.6	0.9	.339
Smoking Status				
Nonsmoker	<b>90.7</b>	8.9	0.4	
Smoker	<b>61.6</b>	35.9	2.5	<.001
Gender				
Male	<b>80.3</b>	18.4	1.3	
Female	<b>89.1</b>	10.5	0.4	<.001
Race				
White	<b>82.4</b>	16.7	0.9	
African American	<b>90.3</b>	9.1	0.6	.004
Age				
18-24 years of age	<b>85.4</b>	13.1	1.5	
25-44 years of age	<b>83.9</b>	15.5	0.6	
45-64 years of age	<b>84.1</b>	15.0	0.9	
65 years of age and older	<b>88.8</b>	10.6	0.6	.693
Education				
Not a high school graduate	<b>79.7</b>	17.2	3.1	
High school graduate	<b>89.2</b>	10.5	0.3	
Some college	<b>81.7</b>	17.4	1.0	
College Graduate	<b>87.1</b>	12.9	0.0	.003

Note: 1.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.8 Danger of Using Snuff**

"Is using snuff very dangerous, somewhat dangerous, or not very dangerous?"

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	<b>75.3</b>	22.8	1.9	
Rural/Urban				
Rural	<b>78.6</b>	19.0	2.4	
Urban	<b>72.6</b>	25.9	1.5	.325
Smoking Status				
Nonsmoker	<b>78.9</b>	19.5	1.6	
Smoker	<b>59.2</b>	37.4	3.4	<.001
Gender				
Male	<b>67.0</b>	30.2	2.7	
Female	<b>82.4</b>	16.4	1.2	<.001
Race				
White	<b>73.2</b>	25.2	1.6	
African American	<b>79.0</b>	18.5	2.5	.051
Age				
18-24 years of age	<b>80.5</b>	19.5	0.0	
25-44 years of age	<b>72.6</b>	25.4	2.0	
45-64 years of age	<b>73.4</b>	24.0	2.6	
65 years of age and older	<b>80.4</b>	17.7	1.9	.221
Education				
Not a high school graduate	<b>70.1</b>	23.9	6.0	
High school graduate	<b>79.3</b>	19.0	1.7	
Some college	<b>75.8</b>	23.8	0.3	
College Graduate	<b>71.5</b>	25.9	2.5	.005

Note: 6.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.9 Danger of Smoking Cigars**

"Is smoking cigars very dangerous, somewhat dangerous, or not very dangerous?"

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	<b>76.9</b>	21.0	2.1	
Rural/Urban				
Rural	<b>79.0</b>	18.1	2.9	
Urban	<b>75.1</b>	23.3	1.6	.078
Smoking Status				
Nonsmoker	<b>80.8</b>	17.8	1.4	
Smoker	<b>60.6</b>	34.6	4.8	<.001
Gender				
Male	<b>70.5</b>	26.1	3.4	
Female	<b>82.4</b>	16.7	1.0	<.001
Race				
White	<b>73.9</b>	23.7	2.4	
African American	<b>82.8</b>	15.6	1.5	.008
Age				
18-24 years of age	<b>79.4</b>	19.0	1.6	
25-44 years of age	<b>77.6</b>	21.0	1.4	
45-64 years of age	<b>76.0</b>	21.8	2.2	
65 years of age and older	<b>75.2</b>	20.6	4.2	.551
Education				
Not a high school graduate	<b>73.2</b>	21.1	5.7	
High school graduate	<b>81.1</b>	17.8	1.0	
Some college	<b>77.7</b>	21.0	1.3	
College Graduate	<b>72.6</b>	24.9	2.5	.019

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

### **Universal Norms, Beliefs and Practices**

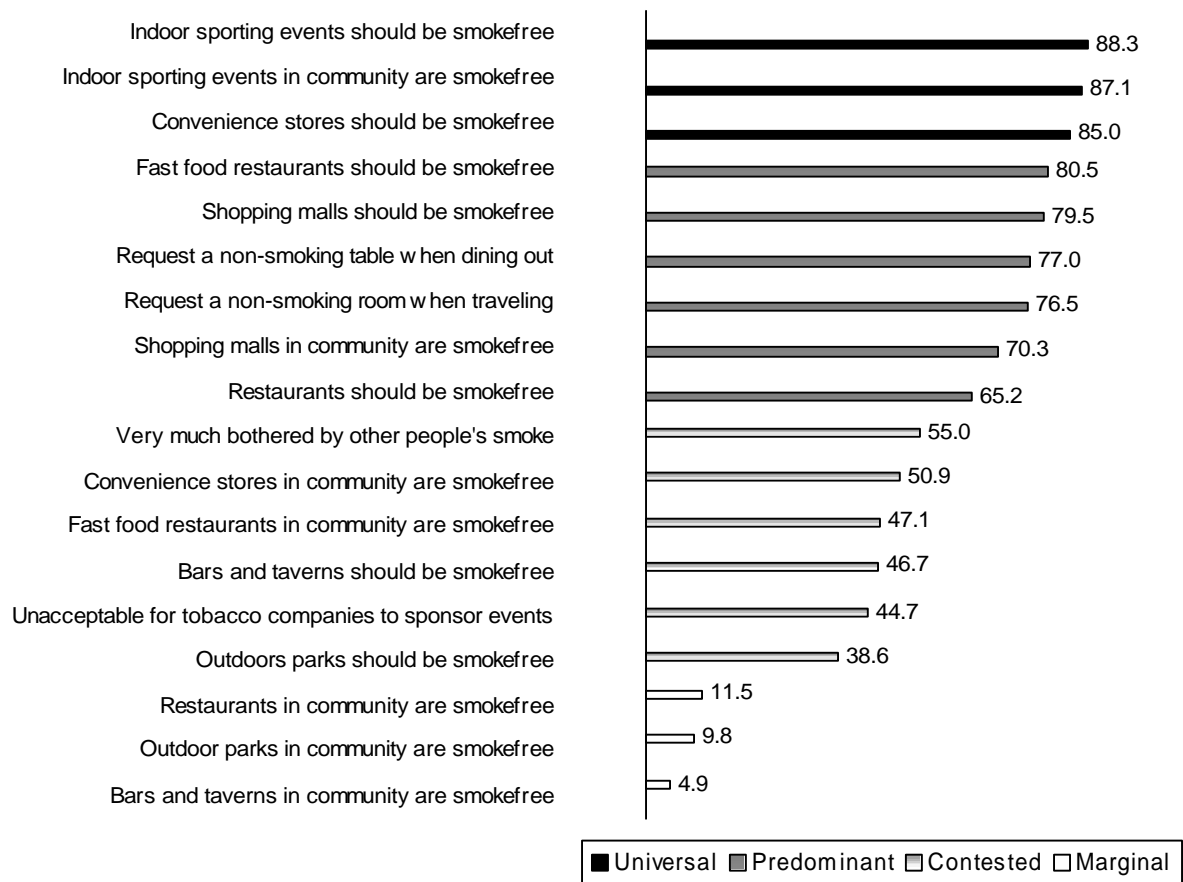
- 2.5 million Mississippi adults (88.3 percent) believe that indoor sporting events should be smokefree.
- 2.5 million Mississippi adults (87.1 percent) reported that indoor sporting events in their communities are smokefree.
- 2.4 million Mississippi adults (85.0 percent) believe that convenience stores should be smokefree.

### **Significant Improvements**

- The percentage of Mississippi adults who reported that indoor shopping malls in their community are smokefree increased from 60.3 to 70.3 percent from 2000 to 2002.
- The percentage of Mississippi adults who reported that convenience stores in their community are smokefree increased from 38.9 to 50.9 percent from 2000 to 2002 and from 45.8 to 50.9 percent from 2001 to 2002.
- The percentage of Mississippi adults who reported that fast food restaurants in their community are smokefree increased from 31.0 to 47.1 percent from 2000 to 2002 and from 37.9 to 47.1 percent from 2001 to 2002.
- The percentage of Mississippi adults who reported that indoor sporting events in their community are smokefree increased from 75.6 to 87.1 percent from 2000 to 2002 and from 80.5 to 87.1 percent from 2001 to 2002.
- The percentage of Mississippi adults who believe that indoor shopping malls should be smokefree increased from 71.5 to 79.5 percent from 2000 to 2002.
- The percentage of Mississippi adults who believe that convenience stores should be smokefree increased from 80.2 to 85.0 percent from 2000 to 2002.
- The percentage of Mississippi adults who believe that indoor sporting events should be smokefree increased from 82.2 to 88.3 percent from 2000 to 2002 and from 85.3 to 88.3 percent from 2001 to 2002.
- The percentage of Mississippi adults who usually request a non-smoking table increased from 72.4 to 77.0 percent from 2000 to 2002.

## RECREATION, LEISURE, AND SPORTS

### Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices



## RECREATION, LEISURE, AND SPORTS

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Sports, and Leisure		2000	2001	2002	% Point Difference	% Change
Very much bothered by other people's smoke	MS	54.5	54.2	55.0	0.5	0.9
	US	46.8	48.1	50.3 *	3.5	7.5
Indoor shopping malls in community are smokefree	MS	60.3	71.2	70.3 *	10.0	16.6
	US	75.4	77.0	79.2 ***	3.8	5.0
Convenience stores in community are smokefree	MS	38.9	45.8	50.9 ***	12.0	30.8
	US	68.4	73.7	75.4 *	7.0	10.2
Fast food restaurants in community are smokefree	MS	31.0	37.9	47.1 ***	16.1	51.9
	US	52.1	57.8	63.5 ***	11.4	21.9
Restaurants in community are smokefree	MS	10.1	12.4	11.5	1.4	13.9
	US	24.5	28.1	26.5	2.0	8.2
Bars and taverns in community are smokefree	MS	4.8	3.9	4.9	0.1	2.1
	US	13.0	12.4	13.3	0.3	2.3
Indoor sporting events in community are smokefree	MS	75.6	80.5	87.1 ***	11.5	15.2
	US	80.2	81.7	80.2	0.0	0.0
Outdoor parks in community are smokefree	MS	9.0	8.3	9.8	0.8	8.9
	US	7.9	7.9	11.3 ***	3.4	43.0
Indoor shopping malls should be smokefree	MS	71.5	79.5	79.5 *	8.0	11.2
	US	71.4	75.3	81.0 ***	9.6	13.4
Convenience stores should be smokefree	MS	80.2	82.8	85.0 *	4.8	6.0
	US	86.3	86.9	87.6	1.3	1.5
Fast food restaurants should be smokefree	MS	77.1	77.5	80.5	3.4	4.4
	US	76.8	80.0	81.5 *	4.7	6.1
Restaurants should be smokefree	MS	66.7	64.6	65.2	-1.5	-2.2
	US	61.0	61.4	65.5 ***	4.5	7.4
Bars and taverns should be smokefree	MS	46.1	43.8	46.7	0.6	1.3
	US	32.8	33.2	42.9 ***	10.1	30.8
Indoor sporting events should be smokefree	MS	82.2	85.3	88.3 **	6.1	7.4
	US	77.5	80.4	82.5 ***	5.0	6.5
Outdoor parks should be smokefree	MS	40.7	38.9	38.6	-2.1	-5.2
	US	25.0	25.2	37.6 ***	12.6	50.4
Request a non-smoking table when dining out	MS	72.4	75.4	77.0 *	4.6	6.4
	US	70.1	72.8	75.5 ***	5.4	7.7
Request a non-smoking room when traveling	MS	73.1	76.2	76.5	3.4	4.7
	US	72.2	75.1	78.2 ***	6.0	8.3
Unacceptable for tobacco companies to sponsor events	MS	44.7	42.9	44.7	0.0	0.0
	US	33.7	36.8	38.3 *	4.6	13.6

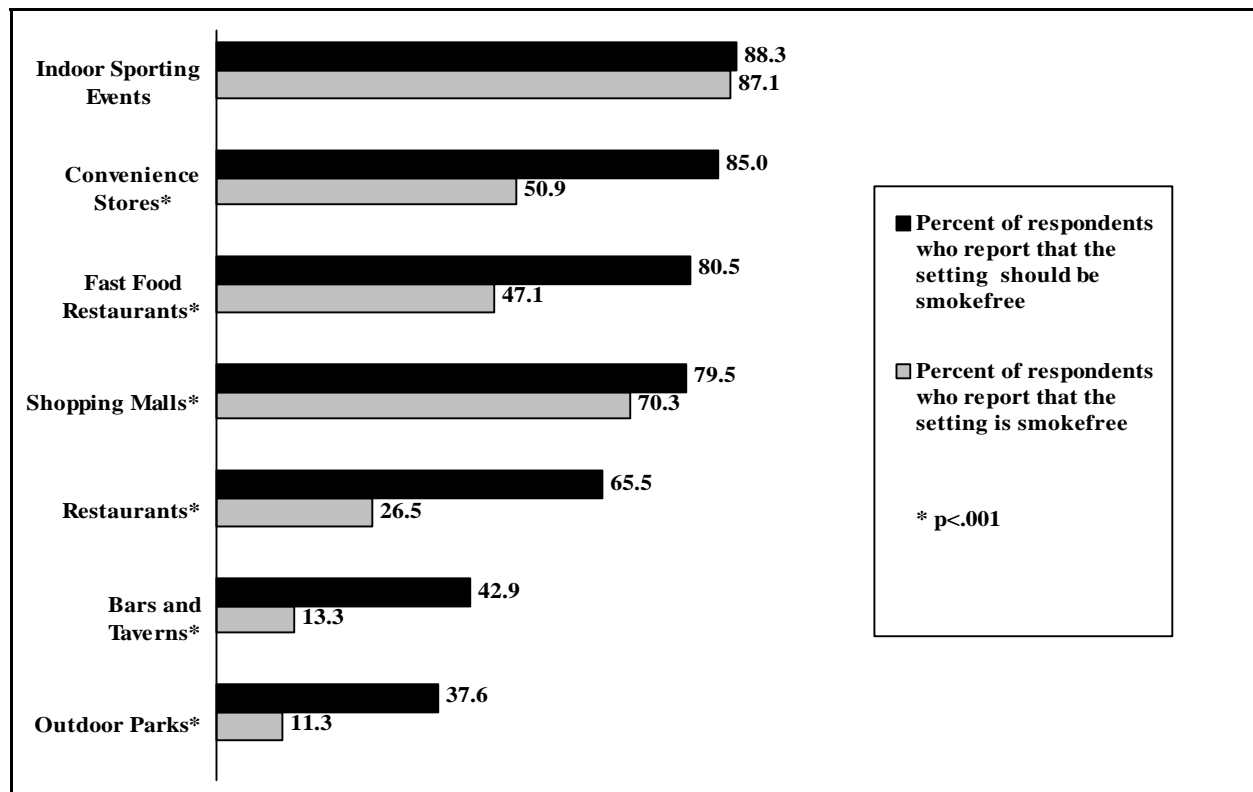
\* Indicates significant change from 2000 to 2002

\*\* Indicates significant change from 2001 to 2002

\*\*\* Indicates significant change from 2000 to 2002 and from 2001 to 2002

## RECREATION, LEISURE, AND SPORTS

Percent of respondents who report that recreational settings in their community are smoke-free and the percent of respondents who report that these settings should be smokefree





## RECREATION, LEISURE, AND SPORTS

### Detailed Tables

**Table 7.1 Tolerance for Second-Hand Smoke**

“How much does it bother you when you are exposed to other people’s cigarette smoke?  
Would you say it bothers you not at all, a little, moderately, or very much?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little	Moderately	Very much	p
Total	17.4	12.2	15.5	54.9	
Rural/Urban					
Rural	16.8	9.8	13.9	59.5	
Urban	17.9	14.0	16.7	51.4	.043
Smoking Status					
Nonsmoker	7.3	8.8	16.5	67.3	
Smoker	57.1	25.1	11.3	6.4	<.001
Gender					
Male	23.7	14.1	15.8	46.5	
Female	12.1	10.6	15.2	62.1	<.001
Race					
White	20.5	10.5	16.4	52.7	
African American	11.6	15.2	13.4	59.7	.001
Age					
18-24 years of age	16.0	12.2	19.1	52.7	
25-44 years of age	16.2	15.0	16.4	52.4	
45-64 years of age	17.9	9.5	15.6	56.9	
65 years of age and older	20.0	11.4	10.9	57.7	.316
Education					
Not a high school graduate	22.9	10.7	13.7	52.7	
High school graduate	17.6	14.1	11.5	56.7	
Some college	19.0	12.3	16.8	51.9	
College Graduate	12.4	10.4	19.6	57.6	.071

Note: 0.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.2 Smokefree Shopping Malls in Community**

“Indoor shopping malls in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	70.2	25.1	4.6	
Rural/Urban				
Rural	66.5	28.3	5.3	
Urban	72.9	22.9	4.1	.150
Smoking Status				
Nonsmoker	65.1	29.5	5.4	
Smoker	86.9	10.9	2.2	<.001
Gender				
Male	70.4	23.6	6.0	
Female	70.3	26.3	3.4	.200
Race				
White	72.6	22.1	5.3	
African American	66.3	30.0	3.7	.041
Age				
18-24 years of age	64.1	29.1	6.8	
25-44 years of age	70.9	23.6	5.4	
45-64 years of age	71.3	25.7	3.0	
65 years of age and older	71.8	23.3	4.9	.557
Education				
Not a high school graduate	68.6	27.5	3.9	
High school graduate	65.7	29.4	4.8	
Some college	70.4	25.5	4.0	
College Graduate	77.0	17.5	5.5	.181

Note: 23.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.3 Should Shopping Malls be Smokefree**

“In indoor shopping malls, do you think smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.1	20.3	<b>79.6</b>	
Rural/Urban				
Rural	0.0	21.0	<b>79.0</b>	
Urban	0.2	19.7	<b>80.1</b>	.605
Smoking Status				
Nonsmoker	0.1	17.0	<b>82.8</b>	
Smoker	0.5	33.3	<b>66.2</b>	<.001
Gender				
Male	0.0	22.2	<b>77.8</b>	
Female	0.2	18.8	<b>81.0</b>	.285
Race				
White	0.2	23.0	<b>76.9</b>	
African American	0.0	15.3	<b>84.7</b>	.014
Age				
18-24 years of age	0.0	16.5	<b>83.5</b>	
25-44 years of age	0.3	19.8	<b>79.9</b>	
45-64 years of age	0.0	21.9	<b>78.1</b>	
65 years of age and older	0.6	20.7	<b>78.7</b>	.655
Education				
Not a high school graduate	0.0	20.6	<b>79.4</b>	
High school graduate	0.3	17.2	<b>82.5</b>	
Some college	0.3	25.4	<b>74.3</b>	
College Graduate	0.0	17.7	<b>82.3</b>	.160

Note: 1.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.4 Smokefree Convenience Stores in Community**

“Convenience stores in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	<i>p</i>
Total	<b>50.9</b>	17.3	31.8	
Rural/Urban				
Rural	<b>49.2</b>	18.8	32.0	
Urban	<b>52.4</b>	16.0	31.6	.517
Smoking Status				
Nonsmoker	<b>47.7</b>	17.6	34.7	
Smoker	<b>62.0</b>	16.0	21.9	.001
Gender				
Male	<b>52.2</b>	18.2	29.6	
Female	<b>49.9</b>	16.7	33.4	.490
Race				
White	<b>46.8</b>	15.7	37.5	
African American	<b>57.8</b>	20.4	21.8	<.001
Age				
18-24 years of age	<b>49.1</b>	20.0	30.9	
25-44 years of age	<b>49.2</b>	18.4	32.4	
45-64 years of age	<b>50.5</b>	16.1	33.3	
65 years of age and older	<b>57.6</b>	14.4	28.0	.714
Education				
Not a high school graduate	<b>68.2</b>	20.0	11.8	
High school graduate	<b>50.0</b>	19.7	30.3	
Some college	<b>49.4</b>	13.7	36.9	
College Graduate	<b>44.7</b>	17.8	37.6	<.001

Note: 18.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.5 Should Convenience Stores be Smokefree**

“In convenience stores, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	3.7	11.2	<b>85.0</b>	
Rural/Urban				
Rural	3.1	10.4	<b>86.6</b>	
Urban	4.3	11.8	<b>83.8</b>	.428
Smoking Status				
Nonsmoker	2.8	9.0	<b>88.2</b>	
Smoker	7.1	20.4	<b>72.4</b>	<.001
Gender				
Male	4.7	13.8	<b>81.5</b>	
Female	3.0	9.1	<b>87.9</b>	.021
Race				
White	4.9	11.6	<b>83.5</b>	
African American	1.8	10.5	<b>87.7</b>	.047
Age				
18-24 years of age	2.3	16.9	<b>80.8</b>	
25-44 years of age	3.1	10.2	<b>86.7</b>	
45-64 years of age	4.8	9.0	<b>86.2</b>	
65 years of age and older	4.3	13.4	<b>82.3</b>	.171
Education				
Not a high school graduate	0.8	17.1	<b>82.2</b>	
High school graduate	3.6	10.0	<b>86.4</b>	
Some college	4.6	13.2	<b>82.2</b>	
College Graduate	4.2	6.8	<b>89.0</b>	.026

Note: 3.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.6 Smokefree Fast Food Restaurants in Community**

“Fast food restaurants in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	<i>p</i>
Total	<b>47.1</b>	48.1	4.8	
Rural/Urban				
Rural	<b>44.8</b>	49.6	5.6	
Urban	<b>48.8</b>	47.0	4.3	.405
Smoking Status				
Nonsmoker	<b>45.1</b>	48.9	6.10	
Smoker	<b>53.9</b>	45.5	0.5	.002
Gender				
Male	<b>49.0</b>	45.9	5.0	
Female	<b>45.2</b>	50.1	4.7	.467
Race				
White	<b>47.0</b>	47.4	5.6	
African American	<b>47.1</b>	49.5	3.4	.340
Age				
18-24 years of age	<b>48.7</b>	47.1	4.2	
25-44 years of age	<b>48.7</b>	47.3	4.0	
45-64 years of age	<b>44.7</b>	49.5	5.8	
65 years of age and older	<b>46.5</b>	48.1	5.4	.906
Education				
Not a high school graduate	<b>50.0</b>	46.6	3.4	
High school graduate	<b>45.1</b>	51.1	3.7	
Some college	<b>47.4</b>	46.7	5.9	
College Graduate	<b>46.9</b>	46.9	6.2	.731

Note: 14.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.7 Should Fast Food Restaurants be Smokefree**

“In fast food restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.6	18.9	<b>80.5</b>	
Rural/Urban				
Rural	0.5	17.7	<b>81.8</b>	
Urban	0.5	19.9	<b>79.6</b>	.687
Smoking Status				
Nonsmoker	0.3	14.4	<b>85.4</b>	
Smoker	1.5	37.4	<b>61.1</b>	<.001
Gender				
Male	0.2	22.0	<b>77.8</b>	
Female	0.8	16.5	<b>82.7</b>	.050
Race				
White	0.9	19.6	<b>79.5</b>	
African American	0.0	17.9	<b>82.1</b>	.163
Age				
18-24 years of age	0.8	21.4	<b>77.9</b>	
25-44 years of age	0.3	18.7	<b>81.0</b>	
45-64 years of age	0.6	19.5	<b>79.9</b>	
65 years of age and older	0.6	16.5	<b>82.9</b>	.930
Education				
Not a high school graduate	0.8	18.9	<b>80.3</b>	
High school graduate	0.3	19.3	<b>80.4</b>	
Some college	1.0	20.2	<b>78.8</b>	
College Graduate	0.0	17.1	<b>82.9</b>	.684

Note: 1.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.8 Restaurants in Community**

“Restaurants in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	<i>p</i>
Total	<b>11.5</b>	86.3	2.1	
Rural/Urban				
Rural	<b>11.4</b>	85.6	3.0	
Urban	<b>11.6</b>	87.0	1.5	.278
Smoking Status				
Nonsmoker	<b>11.6</b>	85.7	2.7	
Smoker	<b>11.1</b>	88.4	0.5	.173
Gender				
Male	<b>11.0</b>	86.1	2.9	
Female	<b>11.9</b>	86.7	1.4	.260
Race				
White	<b>9.8</b>	88.4	1.8	
African American	<b>15.3</b>	82.1	2.6	.029
Age				
18-24 years of age	<b>11.7</b>	85.2	3.1	
25-44 years of age	<b>11.0</b>	86.7	2.3	
45-64 years of age	<b>11.6</b>	87.2	1.3	
65 years of age and older	<b>13.1</b>	84.3	2.6	.865
Education				
Not a high school graduate	<b>17.1</b>	82.1	0.9	
High school graduate	<b>12.9</b>	83.9	3.1	
Some college	<b>8.0</b>	89.7	2.3	
College Graduate	<b>11.4</b>	86.9	1.6	.115

Note: 6.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.9 Should Restaurants be Smokefree**

“In restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.4	34.4	<b>65.2</b>	
Rural/Urban				
Rural	0.2	31.3	<b>68.5</b>	
Urban	0.7	36.7	<b>62.6</b>	.100
Smoking Status				
Nonsmoker	0.1	26.8	<b>73.0</b>	
Smoker	1.5	64.0	<b>34.5</b>	<.001
Gender				
Male	0.2	37.9	<b>61.9</b>	
Female	0.6	31.6	<b>67.8</b>	.082
Race				
White	0.5	37.3	<b>62.2</b>	
African American	0.3	28.7	<b>71.0</b>	.022
Age				
18-24 years of age	0.8	41.7	<b>57.6</b>	
25-44 years of age	0.6	34.3	<b>65.2</b>	
45-64 years of age	0.3	33.0	<b>66.7</b>	
65 years of age and older	0.6	31.4	<b>68.0</b>	.583
Education				
Not a high school graduate	0.0	29.2	<b>70.8</b>	
High school graduate	0.3	29.3	<b>70.4</b>	
Some college	1.3	41.3	<b>57.5</b>	
College Graduate	0.0	34.7	<b>65.3</b>	.005

Note: 0.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.10 Smokefree Bars and Taverns in Community**

“Bars and taverns in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	<i>p</i>
Total	<b>4.9</b>	18.2	76.9	
Rural/Urban				
Rural	<b>5.1</b>	20.2	74.7	
Urban	<b>4.9</b>	17.1	78.0	.669
Smoking Status				
Nonsmoker	<b>5.5</b>	19.9	74.5	
Smoker	<b>3.4</b>	13.8	82.8	.136
Gender				
Male	<b>5.1</b>	16.7	78.2	
Female	<b>4.9</b>	19.8	75.3	.665
Race				
White	<b>4.3</b>	13.9	81.8	
African American	<b>6.1</b>	25.0	68.9	.003
Age				
18-24 years of age	<b>1.1</b>	30.9	68.1	
25-44 years of age	<b>4.8</b>	14.0	81.2	
45-64 years of age	<b>5.1</b>	14.7	80.1	
65 years of age and older	<b>12.8</b>	23.4	63.8	.001
Education				
Not a high school graduate	<b>5.4</b>	16.1	78.6	
High school graduate	<b>6.7</b>	21.5	71.8	
Some college	<b>3.2</b>	17.7	79.1	
College Graduate	<b>3.9</b>	15.6	80.5	.555

Note: 50.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.11 Should Bars and Taverns be Smokefree**

“In bars and taverns, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	28.1	25.2	46.7	
Rural/Urban				
Rural	28.1	18.9	53.0	
Urban	28.1	29.6	42.3	.001
Smoking Status				
Nonsmoker	20.0	24.6	55.5	
Smoker	58.3	27.3	14.4	<.001
Gender				
Male	32.7	16.9	40.4	
Female	24.1	23.7	52.1	.002
Race				
White	31.7	24.0	44.3	
African American	22.0	27.6	50.3	.011
Age				
18-24 years of age	34.1	30.2	35.7	
25-44 years of age	30.4	24.5	45.1	
45-64 years of age	25.6	27.3	47.1	
65 years of age and older	22.4	17.2	60.4	.005
Education				
Not a high school graduate	27.4	23.0	49.6	
High school graduate	27.2	20.4	52.3	
Some college	33.2	26.6	40.1	
College Graduate	23.3	31.2	45.6	.020

Note: 12.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.12 Smokefree Indoor Sporting Events in Community**

“Indoor sporting events in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	<i>p</i>
Total	87.1	10.8	2.2	
Rural/Urban				
Rural	84.3	12.1	3.6	
Urban	89.0	9.9	1.1	.035
Smoking Status				
Nonsmoker	85.4	12.0	2.7	
Smoker	92.9	6.5	0.6	.030
Gender				
Male	88.3	9.6	2.1	
Female	85.6	12.0	2.3	.547
Race				
White	87.2	9.8	3.0	
African American	86.4	12.5	1.1	.134
Age				
18-24 years of age	88.9	10.3	0.9	
25-44 years of age	86.2	11.8	2.1	
45-64 years of age	87.0	10.5	2.4	
65 years of age and older	88.8	8.4	2.8	.900
Education				
Not a high school graduate	87.1	10.6	2.4	
High school graduate	86.0	12.3	1.8	
Some college	87.1	11.3	1.7	
College Graduate	88.5	8.7	2.9	.873

Note: 18.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.13 Should Indoor Sporting Events be Smokefree**

“At indoor sporting events, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	0.4	11.3	<b>88.3</b>	
Rural/Urban				
Rural	0.5	10.4	<b>89.1</b>	
Urban	0.4	12.0	<b>87.7</b>	.732
Smoking Status				
Nonsmoker	0.3	8.8	<b>90.9</b>	
Smoker	1.0	21.1	<b>77.9</b>	<.001
Gender				
Male	0.2	11.8	<b>88.0</b>	
Female	0.6	10.8	<b>88.6</b>	.616
Race				
White	0.6	14.6	<b>84.8</b>	
African American	0.0	5.4	<b>94.6</b>	<.001
Age				
18-24 years of age	0.8	5.3	<b>94.0</b>	
25-44 years of age	0.3	11.6	<b>88.1</b>	
45-64 years of age	0.3	14.3	<b>85.4</b>	
65 years of age and older	0.6	9.8	<b>89.6</b>	.174
Education				
Not a high school graduate	0.0	10.9	<b>89.1</b>	
High school graduate	0.3	10.2	<b>89.5</b>	
Some college	1.0	12.3	<b>86.8</b>	
College Graduate	0.0	11.5	<b>88.5</b>	.578

Note: 2.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.14 Smokefree Outdoor Parks in Community**

“Outdoor parks in your community, are they completely smokefree, have designated smoking and nonsmoking, or permit smoking anywhere?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smokefree	Designated areas	Permit smoking anywhere	p
Total	<b>9.8</b>	10.6	79.6	
Rural/Urban				
Rural	<b>10.6</b>	13.4	76.0	
Urban	<b>9.2</b>	8.6	82.2	.066
Smoking Status				
Nonsmoker	<b>10.0</b>	11.3	78.7	
Smoker	<b>9.0</b>	7.9	83.1	.375
Gender				
Male	<b>10.2</b>	11.0	78.9	
Female	<b>9.4</b>	10.2	80.4	.865
Race				
White	<b>9.5</b>	8.1	82.4	
African American	<b>10.5</b>	14.1	75.5	.024
Age				
18-24 years of age	<b>5.4</b>	10.7	83.9	
25-44 years of age	<b>10.3</b>	10.3	79.3	
45-64 years of age	<b>10.6</b>	10.9	78.5	
65 years of age and older	<b>10.9</b>	10.0	79.1	.804
Education				
Not a high school graduate	<b>10.0</b>	14.0	76.0	
High school graduate	<b>10.7</b>	11.2	78.1	
Some college	<b>8.3</b>	7.1	84.6	
College Graduate	<b>10.9</b>	12.4	76.7	.327

Note: 18.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## RECREATION, LEISURE, AND SPORTS

**Table 7.15 Should Outdoor Parks Events be Smokefree**

“In outdoor parks, do you think that smoking should be allowed in all areas, some areas, or not at all?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	p
Total	28.2	33.2	<b>38.6</b>	
Rural/Urban				
Rural	23.9	32.6	<b>43.6</b>	
Urban	31.5	33.6	<b>34.9</b>	.007
Smoking Status				
Nonsmoker	22.1	32.9	<b>45.0</b>	
Smoker	52.0	34.2	<b>13.9</b>	<.001
Gender				
Male	36.0	34.6	<b>29.4</b>	
Female	21.8	32.0	<b>46.2</b>	<.001
Race				
White	29.9	34.0	<b>36.2</b>	
African American	25.4	32.0	<b>42.6</b>	.124
Age				
18-24 years of age	36.8	28.6	<b>34.6</b>	
25-44 years of age	28.7	34.3	<b>37.1</b>	
45-64 years of age	24.9	36.1	<b>39.0</b>	
65 years of age and older	26.9	28.8	<b>44.4</b>	.129
Education				
Not a high school graduate	32.3	27.6	<b>40.2</b>	
High school graduate	25.2	30.8	<b>44.0</b>	
Some college	34.1	32.1	<b>33.8</b>	
College Graduate	22.8	40.0	<b>37.2</b>	.007

Note: 2.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.16 Dining Preferences**

“When dining out, do you request a table in the non-smoking section, smoking section, or the first available?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Non-smoking section	Smoking section	First available	P
Total	<b>77.0</b>	11.5	11.5	
Rural/Urban				
Rural	<b>81.9</b>	10.4	7.8	
Urban	<b>73.4</b>	12.3	14.4	.002
Smoking Status				
Nonsmoker	<b>89.7</b>	2.7	7.6	
Smoker	<b>26.1</b>	46.7	27.1	<.001
Gender				
Male	<b>74.6</b>	12.3	13.2	
Female	<b>78.8</b>	11.0	10.2	.248
Race				
White	<b>77.0</b>	11.9	11.1	
African American	<b>77.3</b>	10.9	11.8	.866
Age				
18-24 years of age	<b>75.9</b>	12.8	11.3	
25-44 years of age	<b>75.8</b>	11.8	12.4	
45-64 years of age	<b>74.7</b>	11.9	13.4	
65 years of age and older	<b>84.8</b>	9.1	6.1	.219
Education				
Not a high school graduate	<b>74.2</b>	20.2	5.6	
High school graduate	<b>78.3</b>	12.8	8.9	
Some college	<b>72.6</b>	11.9	15.5	
College Graduate	<b>82.4</b>	5.2	12.4	<.001

Note: 2.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



## RECREATION, LEISURE, AND SPORTS

**Table 7.17 Hotel Preferences**

"If you travel and stay in a hotel or motel, do you usually request a non-smoking room?"  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	p
Total	<b>76.5</b>	23.5	
Rural/Urban			
Rural	<b>78.5</b>	21.5	.197
Urban	<b>75.0</b>	25.0	
Smoking Status			
Nonsmoker	<b>91.1</b>	8.9	<.001
Smoker	<b>19.9</b>	80.1	
Gender			
Male	<b>72.3</b>	27.7	.005
Female	<b>80.0</b>	20.0	
Race			
White	<b>76.6</b>	23.4	.931
African American	<b>76.4</b>	23.6	
Age			
18-24 years of age	<b>80.9</b>	19.1	.122
25-44 years of age	<b>75.1</b>	24.9	
45-64 years of age	<b>73.6</b>	26.4	
65 years of age and older	<b>82.0</b>	18.0	
Education			
Not a high school graduate	<b>72.3</b>	27.7	<.001
High school graduate	<b>80.6</b>	19.4	
Some college	<b>69.2</b>	30.8	
College Graduate	<b>82.5</b>	17.5	

Note: 5.9 percent of respondents reported *Don't Know* or refused or did not work.  
Percentages may not add to 100 due to rounding.

**Table 7.18 Is It Acceptable for Tobacco Companies to Sponsor Sporting or Cultural Events**

"It is acceptable for tobacco companies to sponsor sporting or cultural events like the Winston Cup.  
Do you strongly agree, agree, disagree, or strongly disagree?"

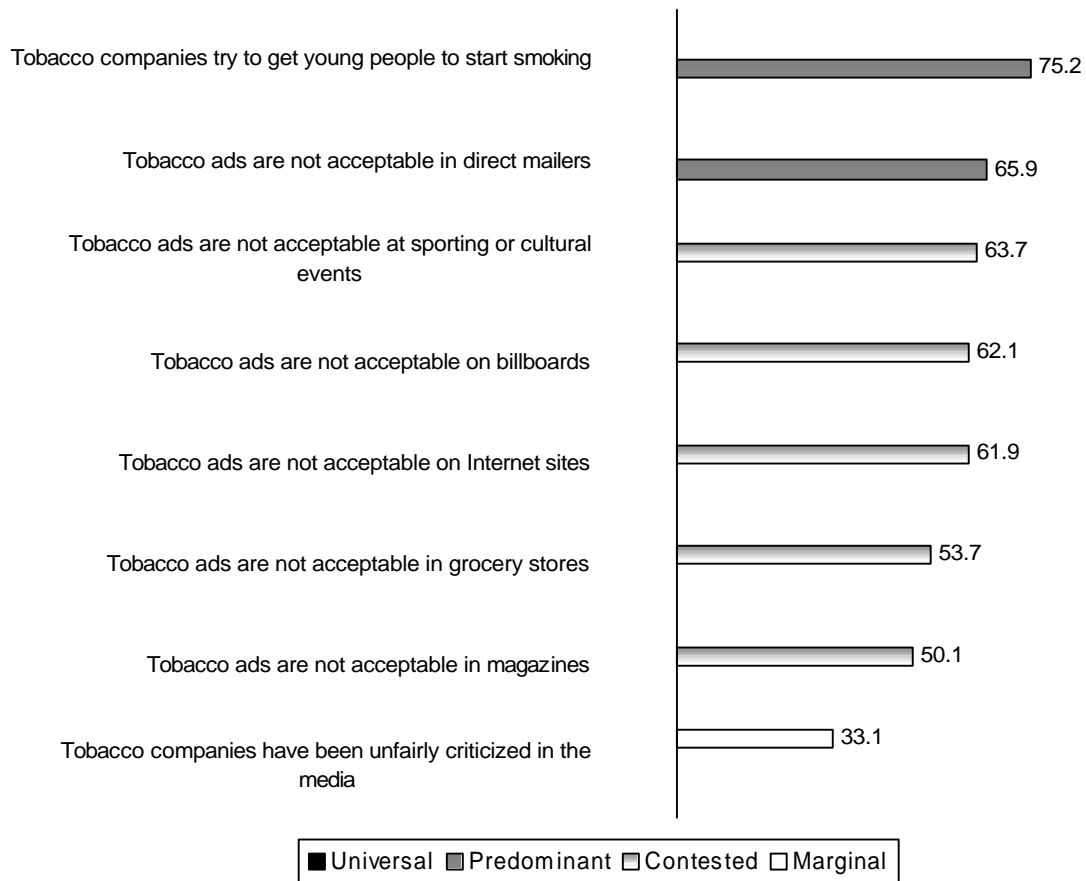
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	8.8	46.6	32.3	<b>12.3</b>	
Rural/Urban					
Rural	9.7	41.2	35.2	<b>13.9</b>	.045
Urban	8.1	50.7	30.3	<b>11.0</b>	
Smoking Status					
Nonsmoker	6.5	43.1	36.0	<b>14.3</b>	<.001
Smoker	17.0	59.3	18.6	<b>5.2</b>	
Gender					
Male	11.8	53.0	24.8	<b>10.4</b>	<.001
Female	5.8	40.8	39.1	<b>14.3</b>	
Race					
White	10.3	49.2	29.3	<b>11.2</b>	.004
African American	5.8	41.8	37.4	<b>13.9</b>	
Age					
18-24 years of age	8.9	55.6	20.2	<b>15.3</b>	.002
25-44 years of age	9.3	47.2	31.3	<b>12.2</b>	
45-64 years of age	9.2	48.4	32.2	<b>10.2</b>	
65 years of age and older	6.6	32.8	46.7	<b>13.9</b>	
Education					
Not a high school graduate	6.3	40.2	36.6	<b>17.0</b>	.068
High school graduate	8.9	42.1	33.9	<b>15.1</b>	
Some college	9.5	47.0	33.7	<b>9.8</b>	
College Graduate	9.0	54.5	26.6	<b>9.9</b>	

Note: 11.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**There were no universal beliefs nor significant improvements from 2000 to 2002 nor 2001 to 2002.**

**Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices**



## MASS CULTURE AND COMMUNICATION

### Differences from 2000 to 2002: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Mass Communication and Culture		2000	2001	2002	% Point Difference	% Change
Tobacco ads are not acceptable in grocery stores	MS	51.3	54.8	53.7	2.4	4.7
	US	44.9	46.6	44.9	0.0	0.0
Tobacco ads are not acceptable in magazines	MS	50.2	52.0	50.1	-0.1	-0.2
	US	41.7	42.1	42.7	1.0	2.4
Tobacco ads are not acceptable on billboards	MS	57.0	63.2	60.9	3.9	6.8
	US	54.0	55.3	52.7	-1.3	-2.4
Tobacco ads are not acceptable in direct mailers	MS	61.4	65.4	65.9	4.5	7.3
	US	57.5	59.5	58.4	0.9	1.6
Tobacco ads are not acceptable on internet sites	MS	60.4	62.6	62.1	1.7	2.8
	US	53.1	53.5	52.4	-0.7	-1.3
Tobacco ads are not acceptable at sporting or cultural events	MS	59.8	64.7	63.7	3.9	6.5
	US	51.6	55.8	53.9	2.3	4.5
Tobacco companies have been unfairly criticized in the media	MS	N/A	N/A	33.1	N/A	N/A
	US	N/A	N/A	28.9	N/A	N/A
Tobacco companies try to get young people to start smoking	MS	N/A	N/A	75.2	N/A	N/A
	US	N/A	N/A	77.6	N/A	N/A

# MASS CULTURE AND COMMUNICATION

## Detailed Tables

**Table 8.1 Acceptability of Tobacco Advertisements in Grocery and Convenience Stores**

“Tobacco advertising is acceptable in grocery and convenience stores.  
Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	5.8	40.5	40.6	13.1	
Rural/Urban					
Rural	5.4	34.4	43.4	16.7	
Urban	6.1	45.1	38.4	10.3	.001
Smoking Status					
Nonsmoker	3.9	36.1	44.6	15.4	
Smoker	13.1	58.1	24.7	4.0	<.001
Gender					
Male	7.5	47.3	36.5	8.8	
Female	4.0	35.1	43.9	17.0	<.001
Race					
White	6.6	43.1	37.4	12.8	
African American	4.0	36.0	46.3	13.7	.021
Age					
18-24 years of age	8.7	44.9	37.0	9.4	
25-44 years of age	5.4	45.0	36.8	12.7	
45-64 years of age	5.4	39.0	41.1	14.4	
65 years of age and older	4.8	30.3	50.9	13.9	.050
Education					
Not a high school graduate	3.9	29.1	42.5	24.4	
High school graduate	5.0	34.2	47.8	13.0	
Some college	6.5	42.7	39.7	11.1	
College Graduate	7.0	51.4	31.7	9.9	<.001

Note: 3.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.2 Acceptability of Tobacco Advertisements in Magazines**

“Tobacco advertising is acceptable in magazines.  
Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	5.5	44.4	37.6	12.5	
Rural/Urban					
Rural	5.5	40.4	38.0	16.2	
Urban	5.6	47.5	37.2	9.7	.013
Smoking Status					
Nonsmoker	3.9	40.5	41.0	14.6	
Smoker	12.0	59.5	24.5	4.0	<.001
Gender					
Male	7.6	51.6	31.6	9.2	
Female	3.5	38.3	42.8	15.4	<.001
Race					
White	6.2	45.3	35.8	12.8	
African American	4.3	42.9	41.0	11.9	.323
Age					
18-24 years of age	9.4	49.2	30.5	10.9	
25-44 years of age	4.2	47.3	37.1	11.3	
45-64 years of age	5.4	44.0	36.9	13.7	
65 years of age and older	5.7	35.2	45.9	13.2	.101
Education					
Not a high school graduate	3.3	36.1	38.5	22.1	
High school graduate	5.0	39.3	43.0	12.7	
Some college	5.8	48.9	34.6	10.7	
College Graduate	6.5	49.4	34.3	9.8	.006

Note: 3.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.3 Acceptability of Tobacco Advertisements on Billboards**

“Tobacco advertising is acceptable on billboards.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	P
Total	4.8	34.3	46.0	14.8	
Rural/Urban					
Rural	5.1	29.7	48.0	17.2	
Urban	4.7	37.7	44.5	13.1	.044
Smoking Status					
Nonsmoker	3.6	31.6	48.0	16.8	
Smoker	9.9	44.6	38.6	6.9	<.001
Gender					
Male	6.5	42.6	39.8	11.0	
Female	3.1	27.3	51.2	18.4	<.001
Race					
White	5.4	36.5	43.9	14.2	
African American	3.7	29.9	50.3	16.2	.079
Age					
18-24 years of age	7.0	36.4	41.9	14.7	
25-44 years of age	3.7	36.8	45.2	14.3	
45-64 years of age	5.0	35.1	44.2	15.6	
65 years of age and older	5.4	25.3	54.8	14.5	.277
Education					
Not a high school graduate	3.2	22.4	51.2	23.2	
High school graduate	3.9	30.6	40.5	15.0	
Some college	5.8	37.1	43.2	13.9	
College Graduate	5.3	41.5	41.9	11.4	.004

Note: 2.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.4 Acceptability of Tobacco Advertisements in Direct Mailers**

“Tobacco advertising is acceptable in direct mailers.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	3.7	30.4	48.6	17.3	
Rural/Urban					
Rural	3.3	26.9	49.5	20.3	
Urban	4.0	33.0	47.9	15.1	.067
Smoking Status					
Nonsmoker	2.3	26.2	51.5	20.0	
Smoker	9.5	46.3	37.3	7.0	<.001
Gender					
Male	3.9	35.4	46.1	14.6	
Female	3.5	26.1	50.5	20.0	.007
Race					
White	4.2	32.1	46.0	17.6	
African American	2.8	27.1	53.2	16.9	.145
Age					
18-24 years of age	5.5	26.6	51.6	16.4	
25-44 years of age	2.8	33.4	47.8	16.0	
45-64 years of age	3.3	31.5	46.4	18.8	
65 years of age and older	5.5	24.4	52.4	17.7	.430
Education					
Not a high school graduate	3.2	26.4	46.4	24.0	
High school graduate	3.0	24.3	54.6	18.1	
Some college	4.2	33.2	46.8	15.89	
College Graduate	3.7	36.5	44.7	15.2	.056

Note: 3.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.5 Acceptability of Tobacco Advertisements on Internet Sites**

“Tobacco advertising is acceptable on Internet sites.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	4.2	33.7	46.9	15.2	
Rural/Urban					
Rural	3.4	30.6	47.8	18.2	
Urban	4.7	36.1	46.3	12.9	.059
Smoking Status					
Nonsmoker	2.9	29.9	49.9	17.2	
Smoker	8.9	48.4	35.4	7.3	<.001
Gender					
Male	5.5	41.1	41.8	11.6	
Female	3.0	27.2	51.3	18.5	<.001
Race					
White	4.6	34.9	45.9	14.6	
African American	3.1	31.9	48.6	16.4	.476
Age					
18-24 years of age	6.4	41.6	36.8	15.2	
25-44 years of age	3.2	38.8	44.0	14.1	
45-64 years of age	3.7	31.5	48.5	16.4	
65 years of age and older	5.3	20.0	58.7	16.0	.003
Education					
Not a high school graduate	3.4	23.5	48.7	24.4	
High school graduate	2.8	26.3	54.3	16.6	
Some college	5.6	39.5	42.5	12.3	
College Graduate	3.8	40.7	42.8	12.7	<.001

Note: 6.5 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 8.6 Acceptability of Tobacco Advertisements at Sporting or Cultural Events**

“Tobacco advertising is acceptable at sporting or cultural events.

Do you strongly agree, agree, disagree, or strongly disagree?”

(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	4.6	31.8	48.8	14.8	
Rural/Urban					
Rural	4.2	26.7	50.0	19.1	
Urban	4.7	35.7	47.9	11.7	.001
Smoking Status					
Nonsmoker	2.6	27.8	52.2	17.4	
Smoker	12.1	47.7	35.7	4.5	<.001
Gender					
Male	6.4	40.0	42.5	11.1	
Female	2.9	24.8	54.2	18.2	<.001
Race					
White	5.1	34.6	45.6	14.8	
African American	3.4	27.0	54.9	14.7	.028
Age					
18-24 years of age	8.7	27.6	52.8	11.0	
25-44 years of age	2.8	36.3	44.5	16.4	
45-64 years of age	4.2	33.7	48.1	14.0	
65 years of age and older	5.7	20.8	57.2	16.4	.005
Education					
Not a high school graduate	3.3	19.7	50.8	26.2	
High school graduate	4.0	26.0	55.7	14.3	
Some college	5.9	36.2	44.3	13.7	
College Graduate	4.1	39.8	45.1	11.1	<.001

Note: 3.8 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

## MASS CULTURE AND COMMUNICATION

**Table 8.7 Believe Tobacco Companies Have Been Unfairly Criticized in the Media**

“Tobacco companies have been unfairly criticized in the media.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	4.2	28.9	50.0	16.9	
Rural/Urban					
Rural	4.5	31.8	44.7	18.9	
Urban	3.9	26.7	54.1	15.4	.041
Smoking Status					
Nonsmoker	2.7	24.8	53.6	18.9	
Smoker	10.5	45.3	35.3	8.9	<.001
Gender					
Male	4.3	36.0	47.1	12.7	
Female	3.9	23.1	52.3	20.7	<.001
Race					
White	5.2	29.4	47.0	18.4	
African American	2.5	27.3	55.9	14.3	.025
Age					
18-24 years of age	4.7	32.3	48.0	15.0	
25-44 years of age	4.0	25.6	50.6	19.8	
45-64 years of age	3.4	28.6	51.9	16.1	
65 years of age and older	5.0	34.0	47.2	13.8	.563
Education					
Not a high school graduate	5.1	38.5	38.5	17.9	
High school graduate	4.4	26.6	51.9	17.1	
Some college	4.6	29.1	49.3	17.0	
College Graduate	2.9	26.6	54.4	16.2	.314

Note: 5.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.8 Believe Tobacco Companies Try to Get Young People to Start Smoking**

“Tobacco companies try to get young people to start smoking.  
Do you strongly agree, agree, disagree, or strongly disagree?”  
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly Disagree	p
Total	21.3	53.9	21.2	3.5	
Rural/Urban					
Rural	22.4	53.1	22.6	1.9	
Urban	20.5	54.7	20.1	4.6	.106
Smoking Status					
Nonsmoker	23.1	57.8	16.3	2.7	
Smoker	14.5	38.3	40.4	6.7	<.001
Gender					
Male	18.3	54.0	24.4	3.4	
Female	24.1	53.6	18.6	3.7	.057
Race					
White	22.5	53.4	21.4	2.7	
African American	19.3	55.1	20.9	4.7	.320
Age					
18-24 years of age	14.0	58.1	20.2	7.8	
25-44 years of age	22.9	50.7	23.2	3.2	
45-64 years of age	20.5	56.8	21.1	1.6	
65 years of age and older	25.5	51.5	18.2	4.8	.023
Education					
Not a high school graduate	22.1	44.3	30.3	3.3	
High school graduate	22.0	54.0	19.7	4.3	
Some college	19.1	53.4	23.5	4.0	
College Graduate	23.0	59.4	15.5	2.1	.061

Note: 5.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

THIS REPORT IS AVAILABLE AT  
[www.ssrc.msstate.edu/socialclimate](http://www.ssrc.msstate.edu/socialclimate)

FOR FURTHER INFORMATION CONTACT

Arthur G. Cosby, Director  
[arthur.cosby@ssrc.msstate.edu](mailto:arthur.cosby@ssrc.msstate.edu)

Robert McMillen  
[robert.mcmillen@ssrc.msstate.edu](mailto:robert.mcmillen@ssrc.msstate.edu)

Social Science Research Center, [www.ssrc.msstate.edu](http://www.ssrc.msstate.edu)  
Mississippi State University, [www.msstate.edu](http://www.msstate.edu)

103 Research Park  
Mississippi State, MS 39762

Phone: 662.325.7127  
Fax: 662.325.7966

---

Mississippi State University does not discriminate on the basis of race, color, religion, national origin, sex, age, disability, or veteran status.