

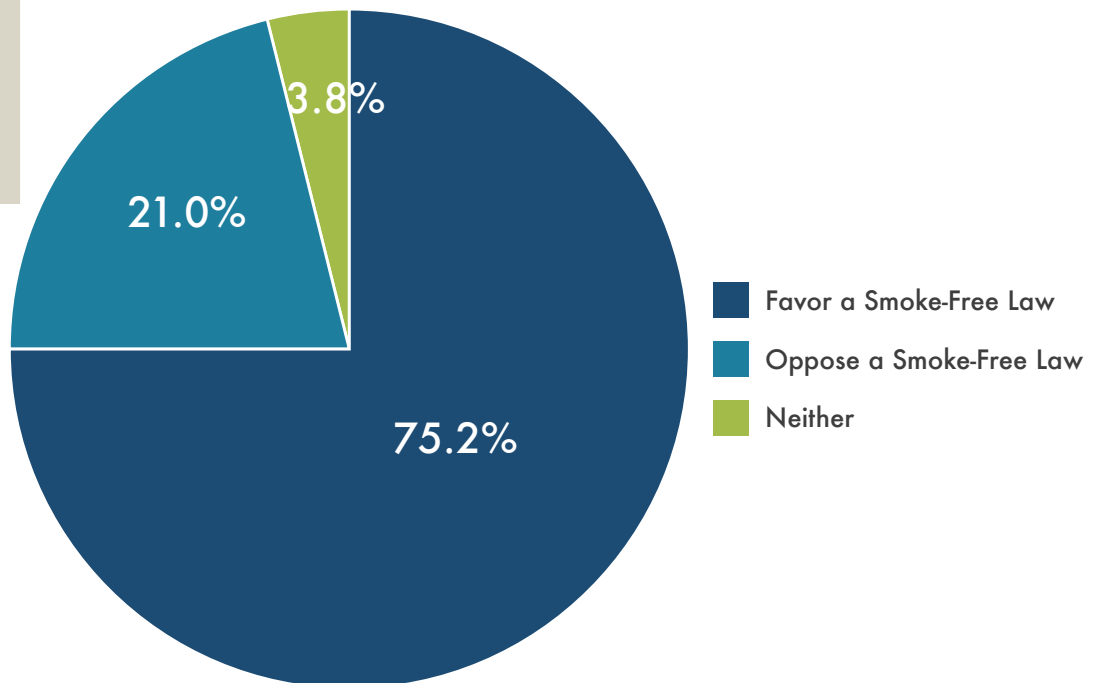
2016 Mississippi Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKEFREE AIR | MARCH 2017

Results from the most recent Social Climate Survey demonstrate **strong support** for smoke-free air in Mississippi.

- More than three-quarters of Mississippi adults (75.2%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, & bars.
- Only 21.0% of Mississippi adults oppose a state law.
- 52.1% of smokers support a state law compared to only 42.9% who are opposed.
- Republicans (79.5%) and Democrats (75.5%) are equally supportive of a state law.

Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars?



2016
MS
SCS
-TC

BACKGROUND & METHODS

THE SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

SURVEY

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives such as smoke-free work sites, tobacco control planning and evaluation has been hampered by the lack of timely, comprehensive data about the attitudes and practices of U.S. adults. The Social Climate Survey of Tobacco Control (SCS-TC) was created to fill this void.

PURPOSE

The Social Climate Survey of Tobacco Control (SCS-TC) was developed as a methodology to objectively measure 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 toward 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.

METHODS

Random Digit Dialing (RDD) methods have been the most efficient and cost-effective means for administering surveys to a representative sample of adults for several decades. However, data from the National Health Interview Survey highlight the growing problem of wireless substitution of landline telephones for survey researchers. Approximately 49.0% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2016).

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

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