



UNIVERSITY REPORT



UNIVERSITY OF
MISSISSIPPI

2020 • mississippi tobacco data



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UNIVERSITY SURVEY OF TOBACCO CONTROL

/// UNIVERSITY OF MISSISSIPPI | 2020

ACKNOWLEDGMENT

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

METHODS

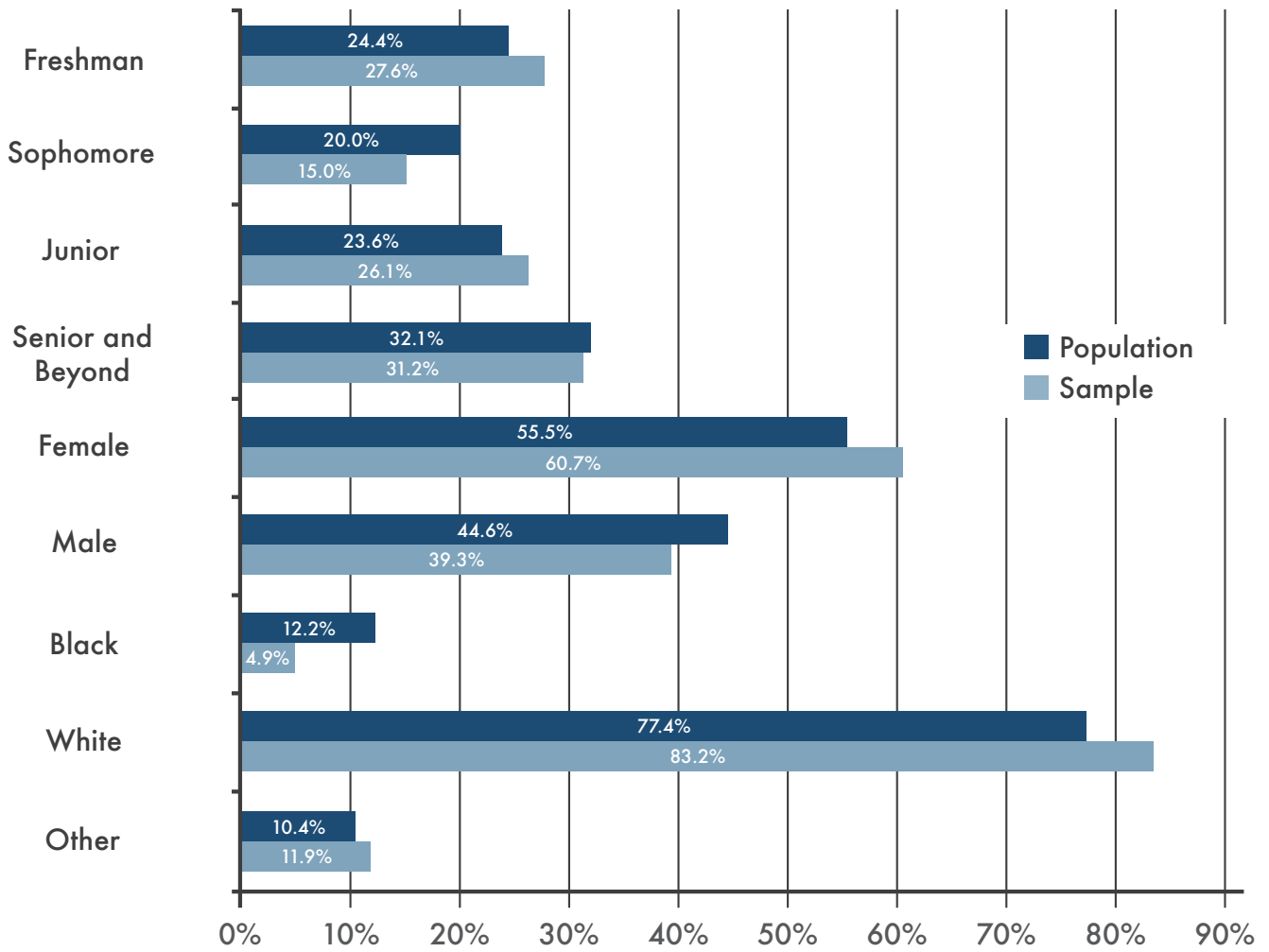
Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to undergraduate students at the University of Mississippi (UM). This web-based approach has extraordinary potential as the university provides internet access to students in multiple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

Information Technology Services at UM provided 15,540 undergraduate student e-mail addresses. Of these 15,540 students, 7,770 were sampled and 558 participated in the survey. All respondents were 18 years of

age or older and undergraduate students at UM during the Fall 2020 term. Respondents were screened before beginning the survey, and students who were not yet 18 years of age during the Fall 2020 term were not allowed to continue the survey.

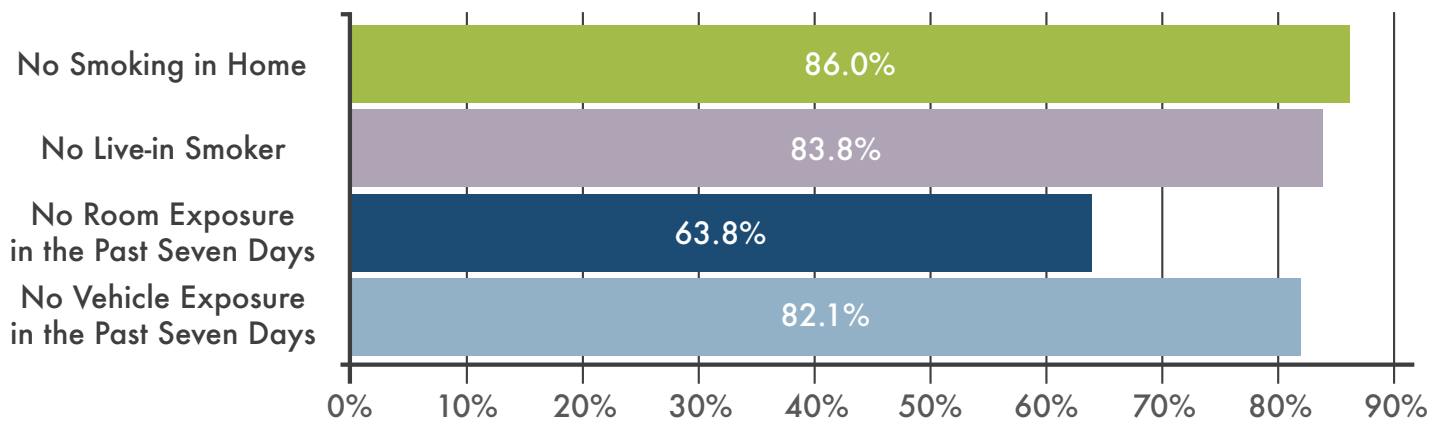
Each student in the sample received an e-mail asking for their participation in the survey. Students who chose to participate clicked on an embedded URL address that linked the student to the survey web site. Respondents who did not complete the survey in one session were able to restart the survey at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

Several precautions were taken to protect the privacy of respondents. Personal identifiers (e-mail addresses) were kept separate from the information collected from each respondent. This was accomplished by anonymizing responses so that no personal information was recorded and the contact association was removed.



INDIVIDUAL PRACTICES & EXPOSURE TO TOBACCO SMOKE

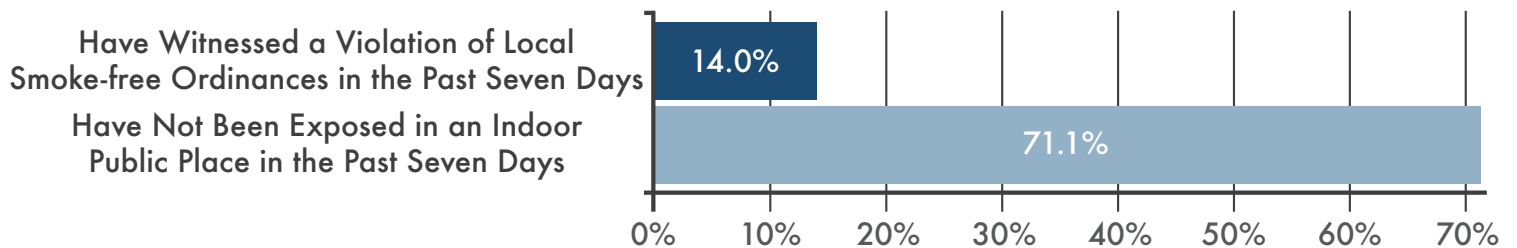
2020



- The percentage of University of Mississippi students who reported smoking is not allowed anywhere in their home was significantly higher for females (89.0%) than for males (81.4%), $p = .02$.
- The percentage of University of Mississippi students who reported they do not live with someone who smokes cigarettes was significantly higher for females (91.4%) than for males (72.3%), $p < .001$.
- The percentage of University of Mississippi students who reported they were not exposed to secondhand smoke in a vehicle in the past seven days was significantly higher for females (86.3%) than for males (75.0%), $p < .01$.

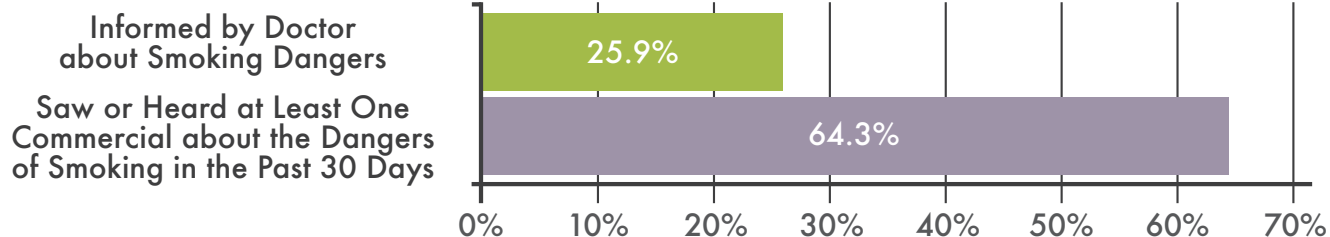
SMOKE-FREE POLICIES IN THE COMMUNITY

2020



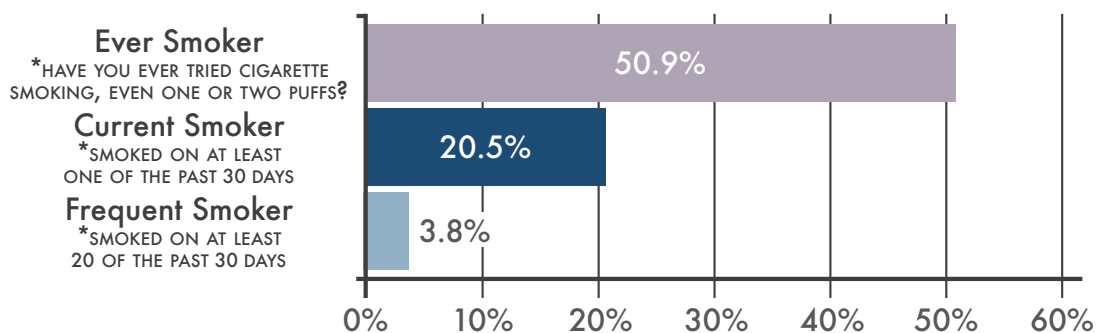
HEALTH BELIEFS & COUNSELING + MASS MEDIA

2020



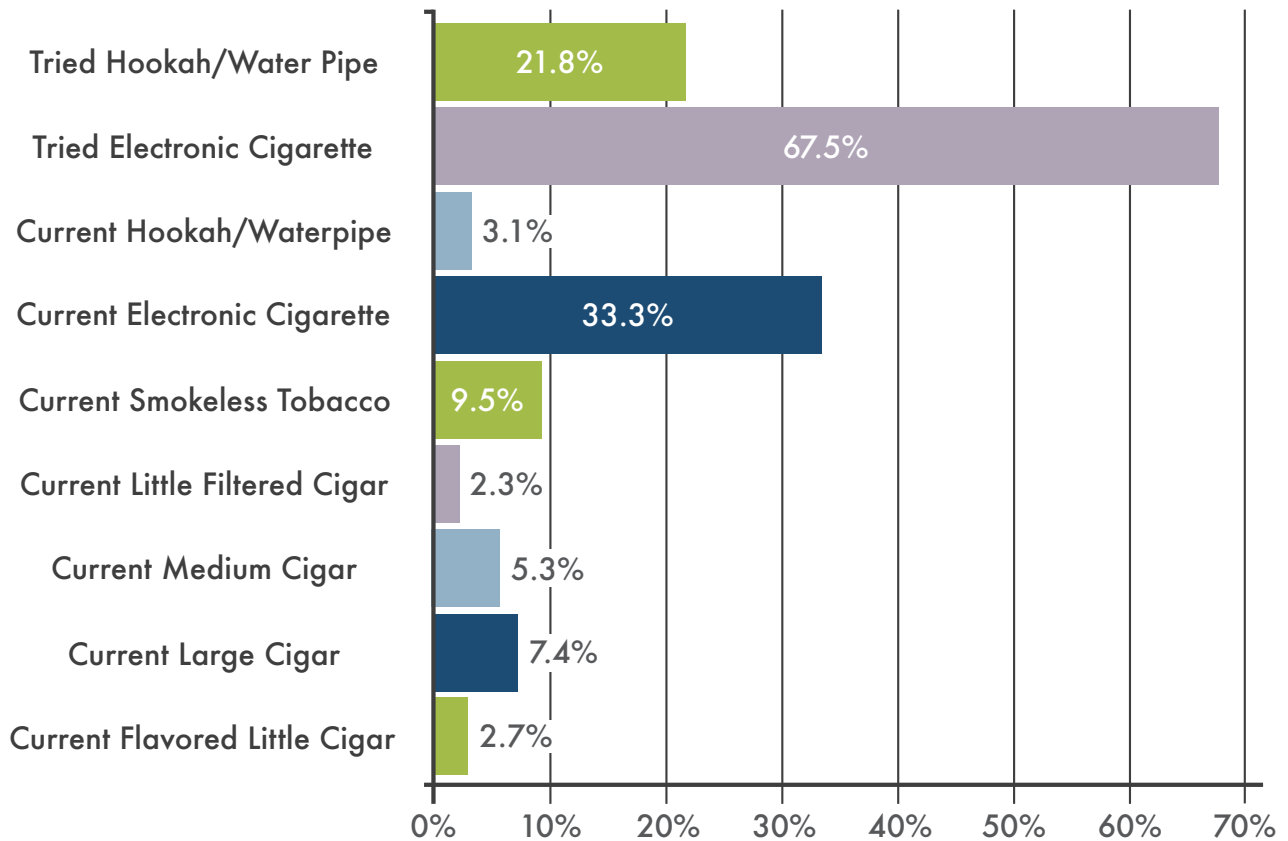
CIGARETTE SMOKING

2020



- The percentage of University of Mississippi students who reported ever trying cigarettes was significantly higher for males (68.3%) than for females (39.4%), $p < .001$. Freshmen (39.4%) are 0.4 times as likely and juniors (44.5%) are 0.5 times as likely as seniors (60.9%) to report having tried smoking cigarettes, $p < .01$.
- The percentage of University of Mississippi students who reported smoking cigarettes in the past thirty days was significantly higher for males (35.8%) than for females (10.6%), $p < .001$.
- The percentage of University of Mississippi students who reported frequently smoking cigarettes was significantly higher for males (8.3%) than for females (0.9%), $p < .001$.

TOBACCO PRODUCT USE /// ◀ 2020 ▶



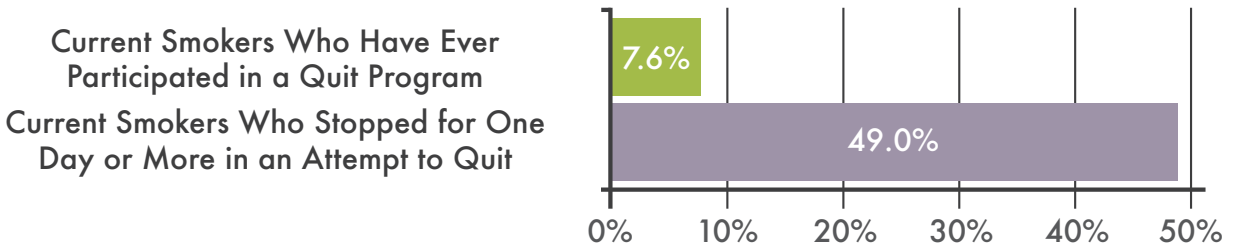
**There was a slight decrease in past thirty day use of electronic cigarettes since 2019, as well as a shift in product preference. Pod-based use (such as JUUL) among past thirty day e-cigarette users dropped from 78.5% to 29.2%. Disposable use among past thirty day users increased from 0.0% to 51.8%.*

- The percentage of University of Mississippi students who reported having tried smoking tobacco in a hookah or water pipe was significantly higher for males (34.8%) than for females (12.9%), $p < .001$. Freshmen (13.5%) are 0.4 times as likely as seniors (29.0%) to report having tried smoking tobacco in a hookah or water pipe, $p = .001$.
- The percentage of University of Mississippi students who reported having ever used an electronic cigarette was significantly higher for males (74.7%) than for females (62.7%), $p < .01$.
- The percentage of University of Mississippi students who reported smoking tobacco in a hookah or water pipe in the past thirty days was significantly higher for males (6.1%) than for females (1.0%), $p = .001$.
- The percentage of University of Mississippi students who reported having used an electronic cigarette in the past thirty days was significantly higher for males (41.1%) than for females (28.6%), $p < .01$. Juniors (28.7%) and seniors (27.3%) are 0.5 times as likely as sophomores (44.6%) to report having used an electronic cigarette in the past thirty days, $p = .02$.

TOBACCO PRODUCT USE ——— // ——— ◀ 2020 ▶

- The percentage of University of Mississippi students who reported having used smokeless tobacco in the past thirty days was significantly higher for males (23.5%) than for females (0.6%), $p < .001$. Juniors (5.1%) are 0.2 times and seniors (7.4%) are 0.3 times as likely as sophomores (20.0%) to report having used smokeless tobacco in the past thirty days, $p < .01$.
- The percentage of University of Mississippi students who reported having smoked a little filtered cigar in the past thirty days was significantly higher for males (6.0%) than for females (0.0%), $p < .001$.
- The percentage of University of Mississippi students who reported having smoked medium cigars or cigarillos in the past thirty days was significantly higher for males (12.7%) than for females (0.3%), $p < .001$.
- The percentage of University of Mississippi students who reported having smoked large or premium cigars in the past thirty days was significantly higher for males (18.7%) than for females (0.0%), $p < .001$. Juniors (3.7%) are 0.2 times as likely and seniors (4.9%) are 0.3 times as likely as sophomores (13.5%) to report having smoked large or premium cigars in the past thirty days, $p = .03$.
- The percentage of University of Mississippi students who reported having smoked flavored little cigars in the past thirty days was significantly higher for males (6.1%) than for females (0.3%), $p < .001$.

SMOKING CESSATION ——— // ——— ◀ 2020 ▶



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