



UNIVERSITY  
REPORT



UNIVERSITY OF  
MISSISSIPPI

2015 • mississippi tobacco data







# UNIVERSITY SURVEY OF TOBACCO CONTROL

/// UNIVERSITY OF MISSISSIPPI | 2015

## ACKNOWLEDGMENT

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

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

## METHODS

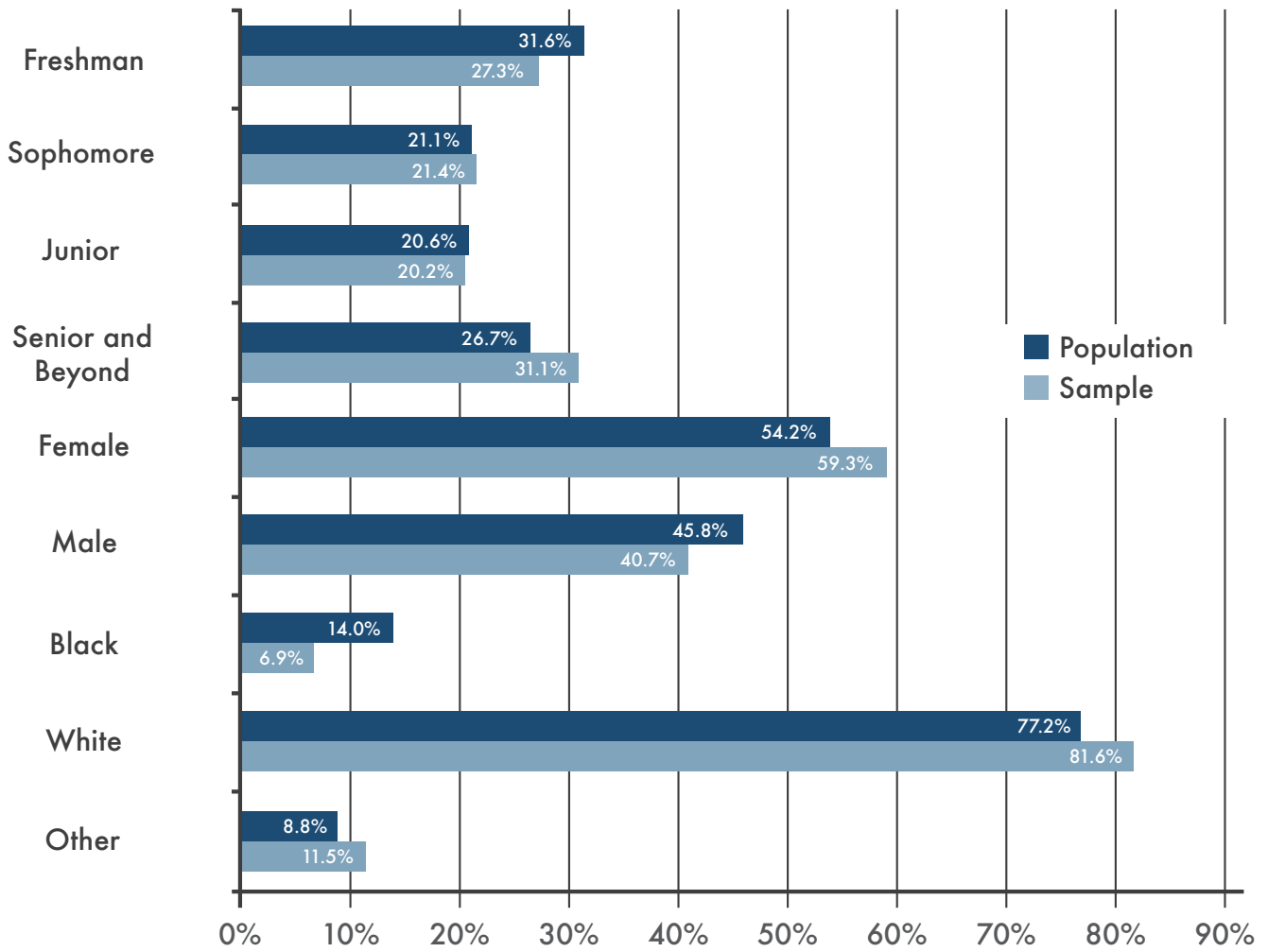
Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to undergraduate students at the University of Mississippi (UM). This web-based approach has extraordinary potential as the university provides internet access to students in multiple 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 16,105 undergraduate student e-mail addresses. Of these 16,105 students, 8,055 were sampled and 729 participated in the survey. All respondents were 18 years of age or older and undergraduate students at UM

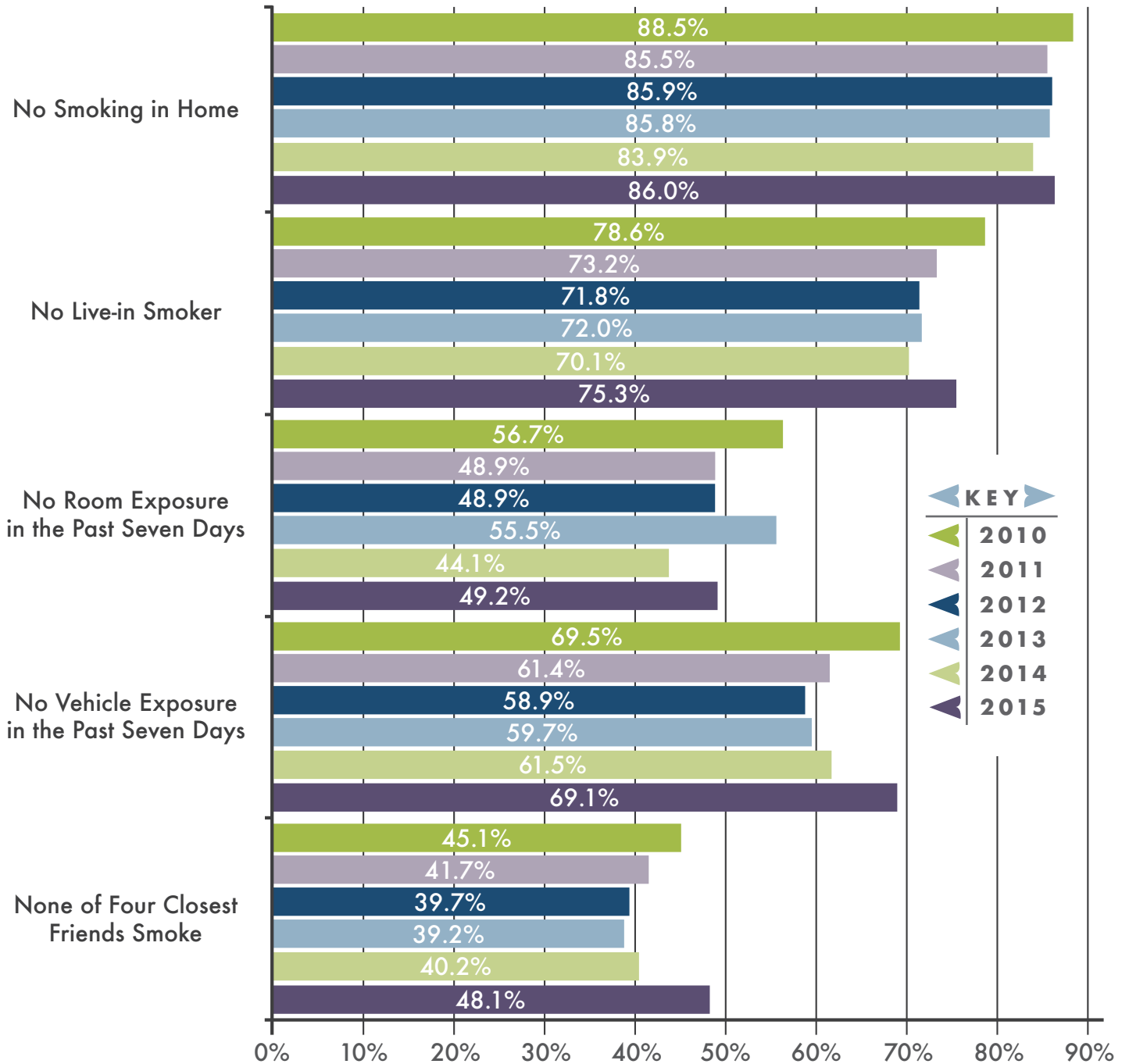
during the Spring 2015 term. Respondents were screened before beginning the survey, and students who were not yet 18 years of age or who were not currently full-time (i.e. enrolled in at least 12 credit hours) during the Spring 2015 term were not allowed to continue the survey.

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. We also sent an e-mail to participants thanking them for their participation.

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 placing each set of information in a separate database. The only common identifier to both databases was a respondent ID number. This identifier was destroyed as soon as data collection was complete.

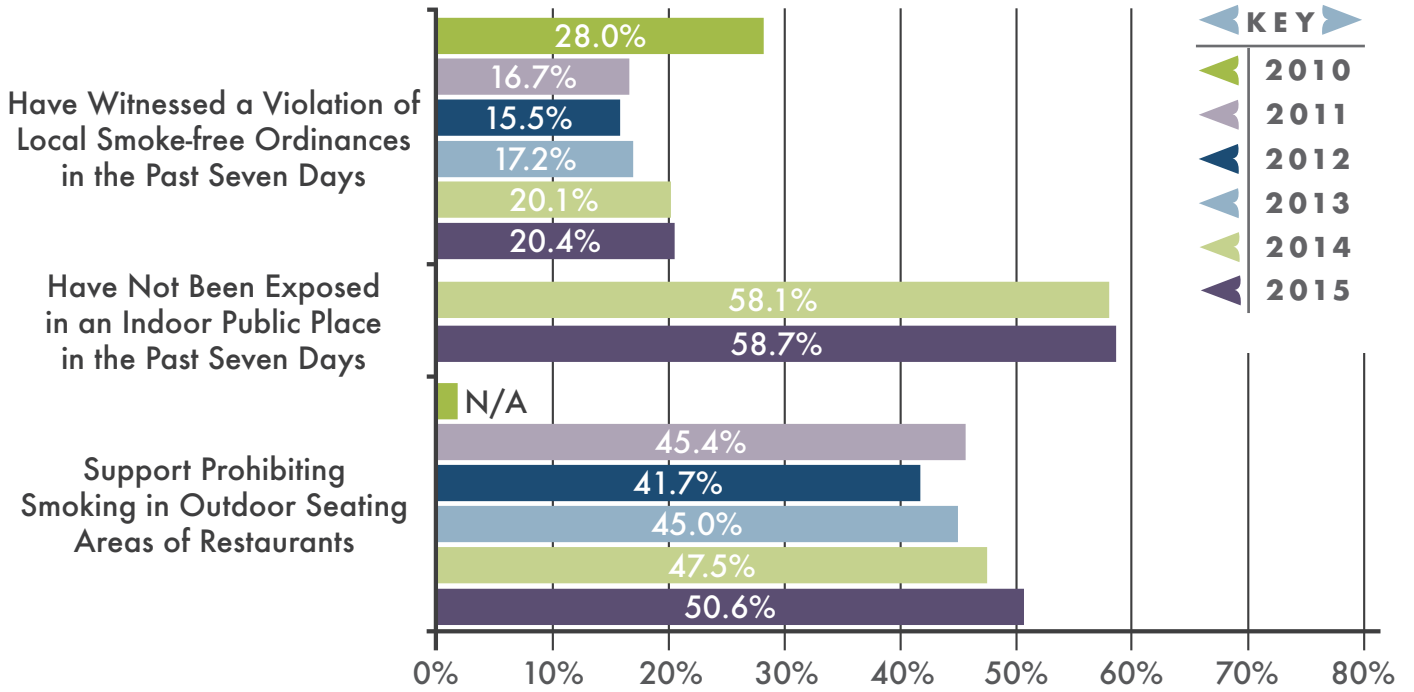


INDIVIDUAL PRACTICES & EXPOSURE TO TOBACCO SMOKE  
 2010-2015



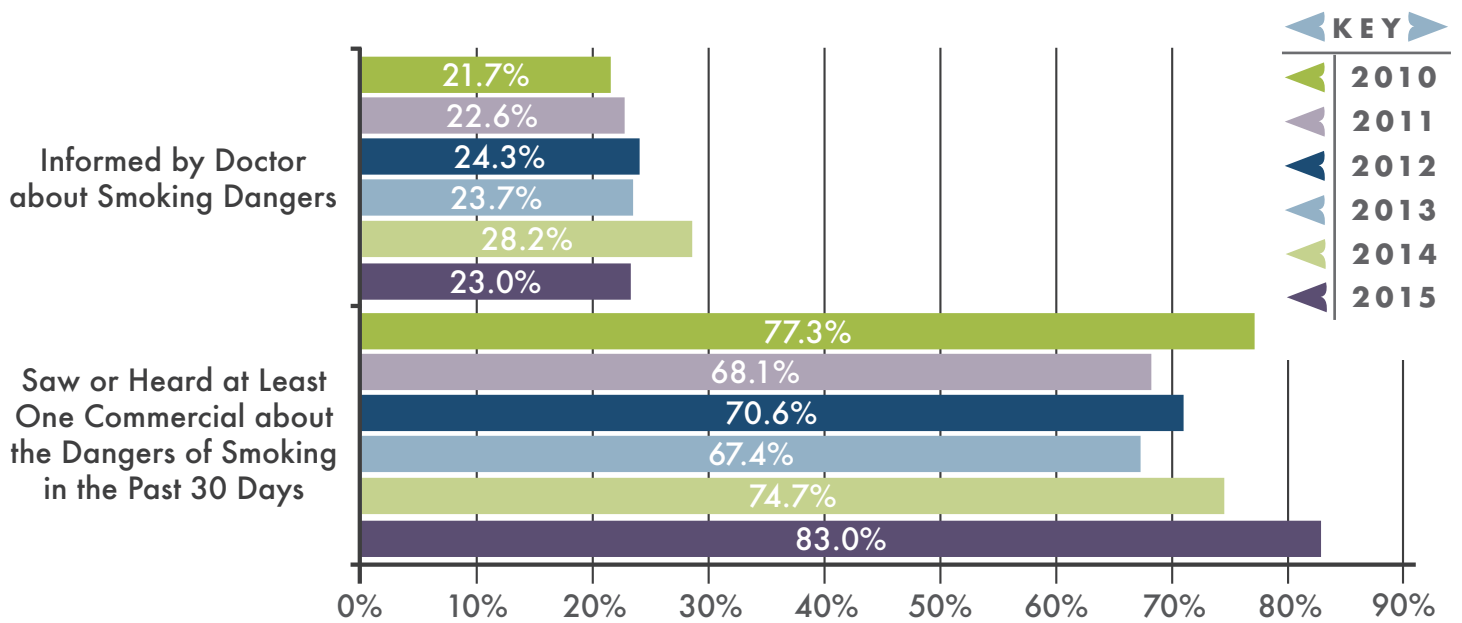
## SMOKE-FREE POLICIES IN THE COMMUNITY

/// ← 2010-2015 →



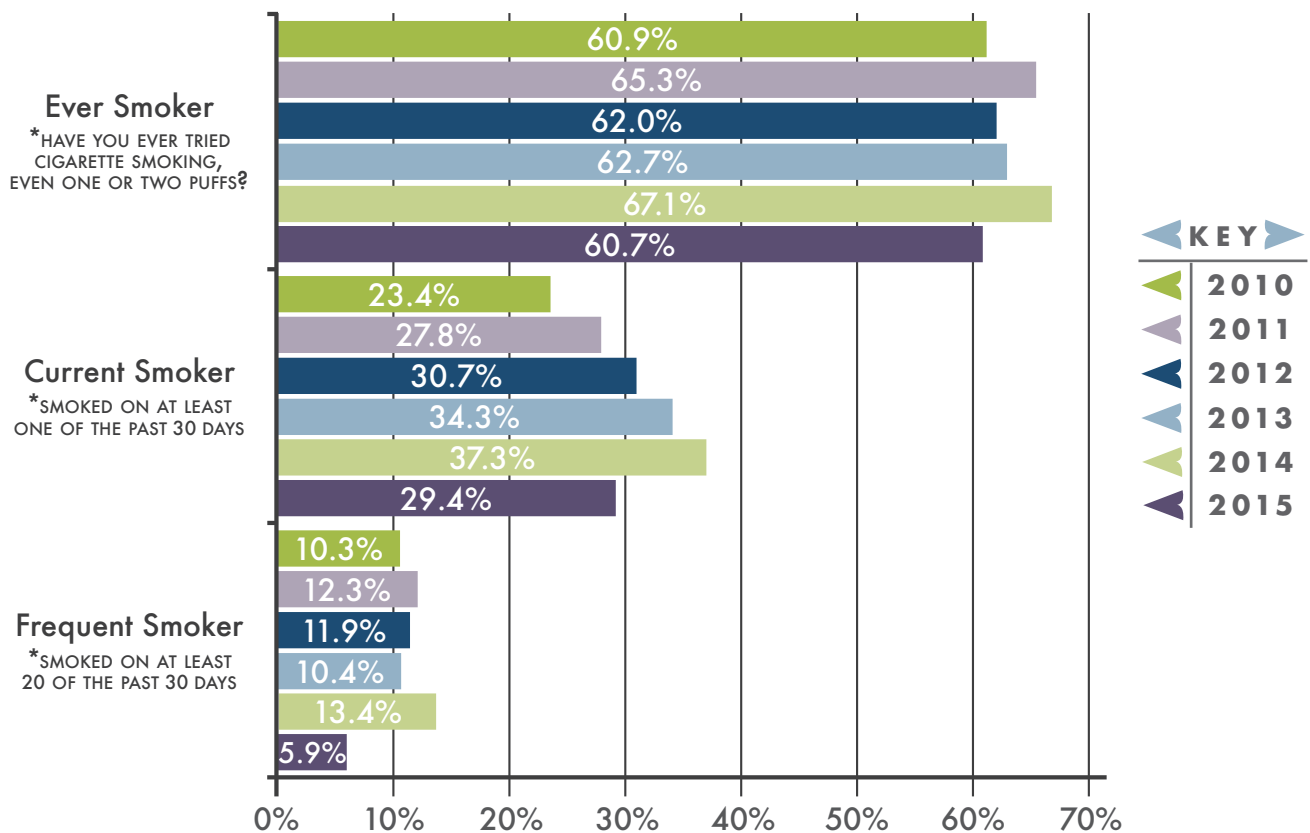
# HEALTH BELIEFS & COUNSELING + MASS MEDIA

2010-2015



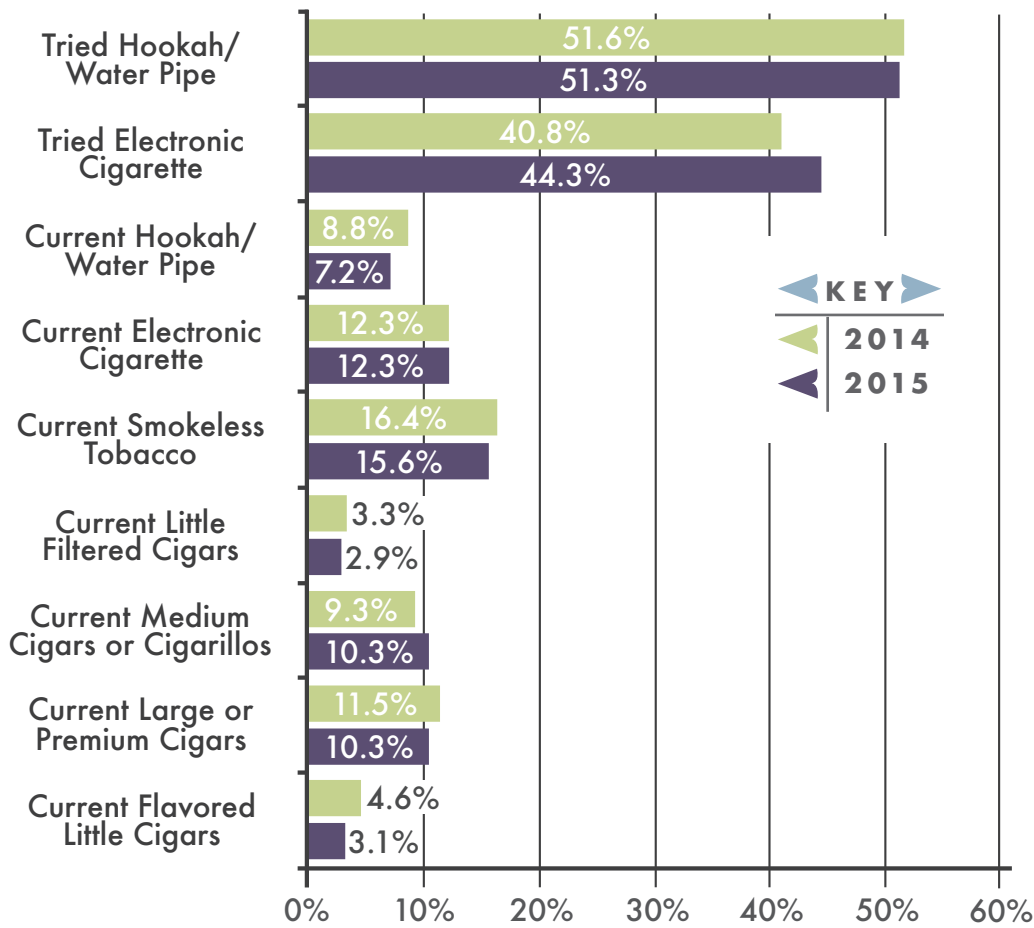
## CIGARETTE SMOKING

2010-2015

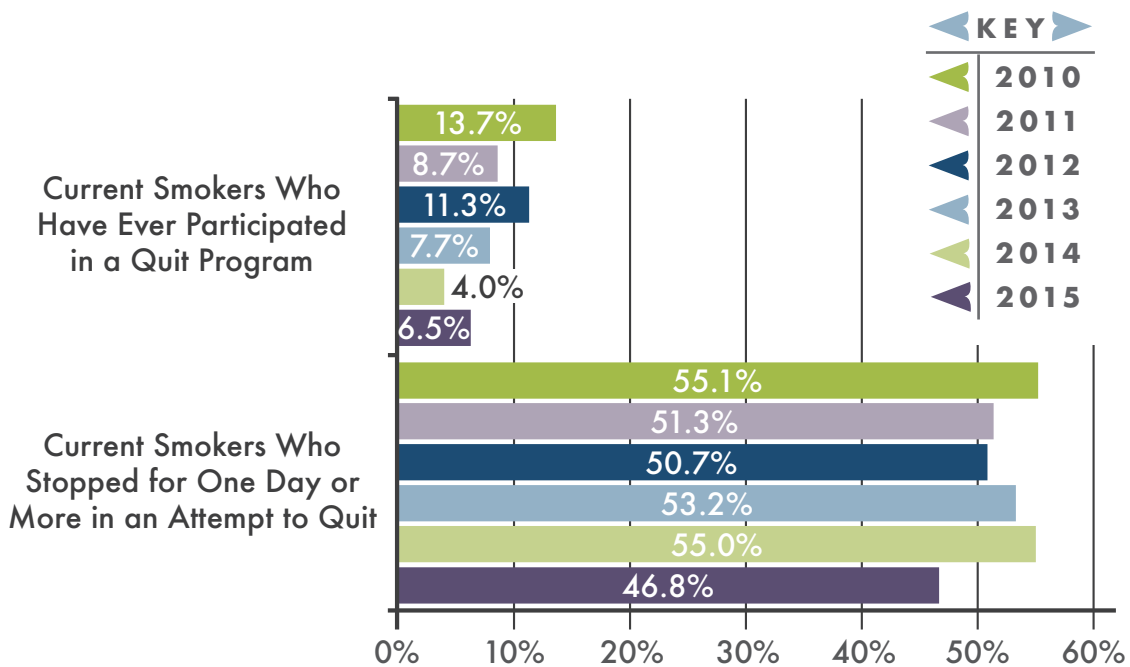




TOBACCO PRODUCT USE 2014-2015



SMOKING CESSATION 2010-2015



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