

The Mississippi Social Climate of Tobacco Control, 2007

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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 20.9 percent in 2004 (Centers for Disease Control and Prevention, 2005). 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.

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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 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. Five social institutions are included in our approach -- each of which meets specific needs of society. These institutions are: 1) Family and Friendship Groups, 2) Work, 3) Health and Medical Care, 4) Recreation, Leisure, and Sports, and 5) 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 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.

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. The SCS-TC provides 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.

Methods

The Social Climate Survey of Tobacco Control (SCS-TC) was administered to a representative sample of Mississippi adults who were interviewed by telephone between June and July of 2007. The sample represents 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, based on the 2006 U.S. Census estimates.

Measures

The SCS-TC is an annual cross-sectional survey that contains items pertaining to normative beliefs, practices/policies, and knowledge regarding tobacco control across five social institutions. 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.

Contrasts

Chi square tests were used to test for demographic differences; $p < .05$.

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 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 people's daily lives.

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

2007 Sample Characteristics

Of the eligible respondents contacted, 805 respondents completed the survey (86.5%) and 177 (13.5%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 3.5 (95% confidence interval). Of the 805 respondents, 253 (31.4%) were male and 545 (67.7%) were female. The racial composition of the sample is as follows: white = 539 (67.0%), African American = 239 (29.7%), Asian or Pacific Islander = 2 (0.2%), American Indian or Alaskan Native = 4 (0.5%), and unknown (i.e., did not answer the question on race) = 21 (2.6%). The sample was weighted by race and gender within each census region, based upon 2006 U.S. Census estimates to ensure that it is representative of the Mississippi population.

Table 1.1 Sample Characteristics

Sample Characteristics		2007			
		Original Sample	Weighted Sample	Weighted Sample Size	Maximum 95% CI
Rural/Urban	Rural	50.2	49.2	383	5.0
	Urban	49.8	50.8	395	4.9
Smoking Status	Nonsmoker	82.5	80.9	622	3.9
	Smoker	17.5	19.1	147	8.1
Gender	Male	31.7	47.5	369	5.1
	Female	68.3	52.5	408	4.9
Race	White	68.6	63.9	496	4.4
	African-American	30.4	34.5	268	6.0
	Asian/Pacific Islander	0.3	0.5	n/a	n/a
	American Indian/Alaska	0.5	0.9	n/a	n/a
	Other Race	0.3	0.3	n/a	n/a
Age	18-24 years	8.1	6.8	53	13.5
	25-44 years	23.7	24.9	193	7.1
	45-64 years	40.5	40.7	315	5.5
	65 + years	27.7	27.6	213	6.7
Education	Not HS Grad	14.6	15.3	118	9.0
	HS Grad	30.8	33.2	257	6.1
	Some College	26.5	24.8	192	7.1
	College Grad	28.1	26.7	207	6.8

Family and Friendship Groups, 2007

Family and Friendship Groups: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

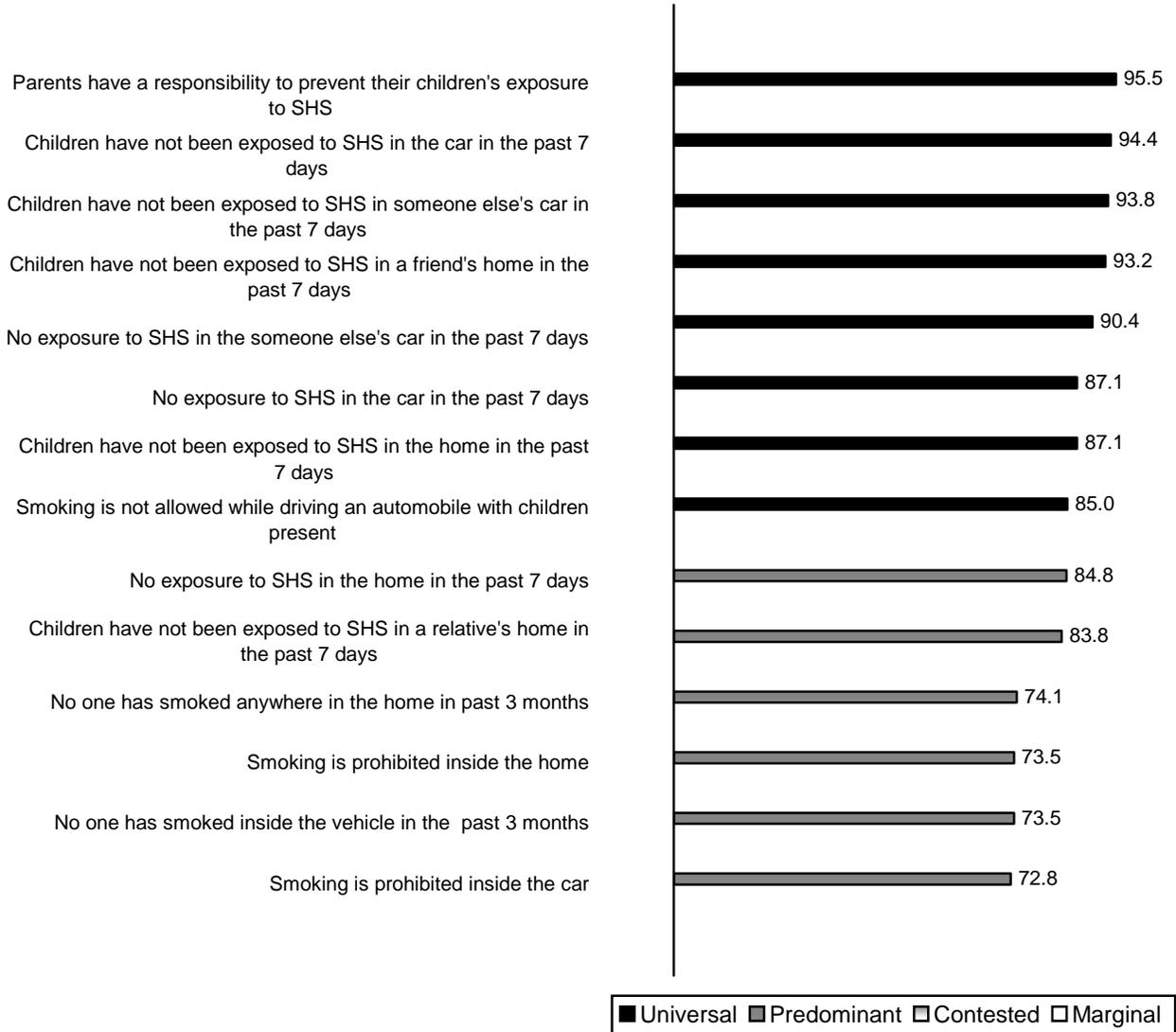


Table 2.1 Parents have a responsibility to prevent their children's exposure to second hand smoke.

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

Sample Characteristic	Strongly Agree	Agree	Disagree	Strongly Disagree	<i>p</i>
Total	33.1	62.4	4.2	0.3	
Rural	32.3	64.5	3.2	0.0	.005
Urban	33.9	60.4	5.2	0.5	
Nonsmoker	36.5	59.9	3.3	0.3	<.001
Smoker	19.1	73.0	7.8	0.0	
Male	30.8	64.4	4.7	0.0	<.001
Female	35.3	60.5	3.8	0.5	
White	36.7	58.9	4.1	0.2	*ns
African American	27.9	67.5	4.2	0.4	
18-24 years of age	37.7	54.7	7.5	0.0	*ns
25-44 years of age	40.1	56.8	2.6	0.5	
45-64 years of age	32.9	62.5	4.3	0.3	
65 years of age and older	26.4	68.8	4.3	0.5	
Not a high school graduate	21.1	66.7	11.4	0.9	<.001
High school graduate	28.2	67.9	4.0	0.0	
Some college	35.6	61.7	2.7	0.0	
College Graduate	43.6	54.0	2.0	0.5	

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

Table 2.2 In past 7 days, have your children been exposed to secondhand smoke in your car?

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

Sample Characteristic	Yes	No	Nowhere	<i>p</i>
Total	5.6	39.0	55.4	
Rural	5.4	34.8	59.8	
Urban	5.5	43.1	51.4	ns
Nonsmoker	1.6	38.7	59.7	
Smoker	25.0	40.6	34.4	<.001
Male	4.3	37.6	58.1	
Female	6.3	39.8	53.9	ns
White	7.6	42.4	50.0	
African American	3.3	34.1	62.6	ns
18-24 years of age	4.8	38.1	57.1	
25-44 years of age	4.4	37.2	58.4	
45-64 years of age	3.9	42.9	53.2	ns*
65 years of age or older	25.0	33.3	41.7	
Not a high school graduate	9.5	47.6	42.9	
High school graduate	6.8	43.2	50.0	
Some College	7.7	33.8	58.5	.031
College graduate	0.0	37.1	62.9	

Note: 71.5 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

***Results are not statistically significant due to small sample size for adults 65+, $p = .114$**

Table 2.3 In past 7 days, have your children been exposed to secondhand smoke in someone else's car?

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

Sample Characteristic	Yes	No	Nowhere	<i>p</i>
Total	6.2	38.4	55.4	
Rural	3.5	37.2	59.3	ns
Urban	9.2	39.4	51.4	
Nonsmoker	4.8	35.5	59.7	.018
Smoker	12.5	53.1	34.4	
Male	5.3	37.2	57.4	ns
Female	7.0	39.1	53.9	
White	6.1	43.9	50.0	ns
African American	6.7	30.0	63.3	
18-24 years of age	5.0	35.0	60.0	
25-44 years of age	7.9	34.2	57.9	ns*
45-64 years of age	3.9	42.9	53.2	
65 years of age or older*	8.3	50.0	41.7	
Not a high school graduate	18.2	40.9	40.9	
High school graduate	8.1	41.9	50.0	ns
Some College	6.2	35.4	58.5	
College graduate	0.0	37.1	62.9	

Note: 71.5 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

***Results are not statistically significant due to small sample size for adults 65+, $p = .07$**

Table 2.4 In past 7 days, have your children been exposed to secondhand smoke at a friend's house?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	6.8	37.8	55.4	
Rural	5.3	35.4	59.3	ns
Urban	8.3	40.4	51.4	
Nonsmoker	5.9	34.4	59.7	.019
Smoker	9.1	57.6	33.3	
Male	0.0	41.9	58.1	.003
Female	11.6	34.9	53.5	
White	5.3	44.7	50.0	ns
African American	9.9	27.5	62.6	
18-24 years of age	9.5	33.3	57.1	ns
25-44 years of age	7.1	58.4	58.4	
45-64 years of age	5.2	53.2	53.2	
65 years of age or older	8.3	41.7	41.7	
Not a high school graduate	9.1	50.0	40.9	ns
High school graduate	5.4	44.6	50.0	
Some College	9.4	31.3	59.4	
College graduate	4.8	32.3	62.9	

Note: 71.5 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.5 In past 7, days were you exposed to secondhand smoke in someone else's car?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	9.6	49.8	40.6	
Rural	9.8	45.6	44.6	ns
Urban	9.5	53.8	36.7	
Nonsmoker	6.7	46.6	46.6	<.001
Smoker	21.6	63.5	14.9	
Male	13.2	53.8	33.0	<.001
Female	6.5	46.2	47.4	
White	9.0	48.9	42.1	ns
African American	11.3	50.2	38.5	
18-24 years of age	11.3	64.2	24.5	
25-44 years of age	12.8	53.7	33.5	<.001
45-64 years of age	11.5	49.8	38.7	
65 years of age or older	3.3	42.9	53.8	
Not a high school graduate	17.1	41.9	41.0	
High school graduate	9.0	55.3	35.7	.003
Some College	11.2	48.9	39.9	
College graduate	4.4	48.8	46.8	

Note: 1.4 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

Table 2.6 In past 7 days, were you exposed to secondhand smoke in your car?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	12.4	46.5	40.6	
Rural	13.0	42.4	44.6	ns
Urban	12.8	50.5	36.7	
Nonsmoker	4.3	49.1	46.6	<.001
Smoker	48.6	36.5	14.9	
Male	16.8	50.3	33.0	<.001
Female	9.5	43.0	47.5	
White	13.9	44.0	42.1	ns
African American	9.8	51.7	38.5	
18-24 years of age	15.4	59.6	25.0	
25-44 years of age	14.4	52.1	33.5	<.001
45-64 years of age	15.3	46.2	38.5	
65 years of age or older	7.6	38.6	53.8	
Not a high school graduate	17.8	41.5	40.7	
High school graduate	16.1	48.2	35.7	.008
Some College	13.8	46.3	39.9	
College graduate	5.4	47.8	46.8	

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

Table 2.7 In past 7 days, have your children been exposed to secondhand smoke in your home?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	12.9	46.5	40.6	
Rural	8.0	32.1	59.8	
Urban	11.9	36.7	51.4	ns
Nonsmoker	5.9	34.4	59.7	
Smoker	33.3	33.3	33.3	<.001
Male	10.6	31.9	57.4	
Female	10.1	36.4	53.5	ns
White	9.9	39.7	50.4	
African American	10.0	26.7	63.3	ns
18-24 years of age	5.0	35.0	60.0	
25-44 years of age	7.9	34.2	57.9	
45-64 years of age	10.4	36.4	53.2	ns
65 years of age or older	36.4	18.2	45.5	
Not a high school graduate	23.8	33.3	42.9	
High school graduate	13.5	36.5	50.0	
Some College	10.8	30.8	58.5	ns
College graduate	1.6	35.5	62.9	

Note: 71.5 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.8 Should people be allowed to smoke while driving an automobile when children are present?

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

Sample Characteristic	Yes	No	p
Total	15.0	85.0	
Rural	15.0	85.0	ns
Urban	15.0	85.0	
Nonsmoker	10.1	89.9	<.001
Smoker	36.6	63.4	
Male	18.8	81.2	.005
Female	11.4	88.6	
White	18.7	81.3	<.001
African American	8.1	91.9	
18-24 years of age		96.1	.001
25-44 years of age	3.9	85.5	
45-64 years of age	14.5	79.0	
65 years of age or older	21.0	90.2	
Not a high school graduate	9.8	85.8	ns
High school graduate	14.2	86.5	
Some College	13.5	82.7	
College graduate	17.3	84.8	

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

Table 2.9 In past 7 days, were you exposed to secondhand smoke in your home?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	15.2	44.2	40.6	
Rural	15.1	40.3	44.6	ns
Urban	15.47	47.9	36.7	
Nonsmoker	6.4	47.1	46.6	<.001
Smoker	52.0	33.1	14.9	
Male	15.9	51.1	33.0	<.001
Female	14.4	38.1	47.5	
White	14.5	43.4	42.1	ns
African American	15.1	46.4	38.5	
18-24 years of age	15.1	60.4	24.5	
25-44 years of age	16.5	50.0	33.5	<.001
45-64 years of age	16.2	45.2	38.5	
65 years of age or older	12.9	33.3	53.8	
Not a high school graduate	23.9	35.0	41.0	
High school graduate	19.6	44.7	35.7	<.001
Some College	14.4	45.7	39.9	
College graduate	5.4	47.8	46.8	

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

Table 2.10 In past 7 days, have your children been exposed to secondhand smoke in a relative's home?

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

Sample Characteristic	Yes	No	Nowhere	p
Total	16.2	28.4.	55.4	
Rural	14.3	25.9	59.8	
Urban	17.4	31.2	51.4	ns
Nonsmoker	13.5	26.5	60.0	
Smoker	24.2	42.4	33.3	.017
Male	16.1	25.8	58.1	
Female	16.3	30.2	53.5	ns
White	15.9	34.1	50.0	
African American	16.7	20.0	63.3	ns
18-24 years of age	19.0	23.8	57.1	
25-44 years of age	21.2	20.4	58.4	
45-64 years of age	9.0	38.5	52.6	ns
65 years of age or older	16.7	41.7	41.7	
Not a high school graduate	19.0	38.1	42.9	
High school graduate	20.3	29.7	50.0	
Some College	16.9	24.6	58.5	
College graduate	11.1	27.0	61.9	ns

Note: 71.5 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

Table 2.11 Over the past 3 months, has anyone smoked anywhere in your home, even a puff?

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

Sample Characteristic	Yes	No	p
Total	27.2	72.8	
Rural	23.8	76.2	.034
Urban	30.5	69.5	
Nonsmoker	15.8	84.2	<.001
Smoker	75.0	25.0	
Male	28.2	71.8	ns
Female	26.3	73.7	
White	25.6	74.4	ns
African American	30.2	69.8	
18-24 years of age	20.8	79.2	ns
25-44 years of age	30.1	69.9	
45-64 years of age	28.7	71.3	
65 years of age or older	24.3	75.7	
Not a high school graduate	46.6	53.4	
High school graduate	32.3	67.7	<.001
Some College	23.3	76.7	
College graduate	13.5	86.5	

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

Table 2.12 Smoking is prohibited inside the home

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

Sample Characteristic	No	Some places/times	Yes	p
Total	74.1	12.5	13.3	
Rural	73.2	12.4	14.5	ns
Urban	75.1	12.7	12.2	
Nonsmoker	83.7	9.5	6.8	<.001
Smoker	34.7	23.8	41.5	
Male	72.7	13.0	14.3	ns
Female	75.4	12.1	12.6	
White	76.2	11.1	12.7	ns
African American	71.5	15.0	13.5	
18-24 years of age	73.1	17.3	9.6	
25-44 years of age	73.6	14.0	12.4	ns
45-64 years of age	73.2	9.6	17.2	
65 years of age or older	76.9	14.2	9.0	
Not a high school graduate	59.8	18.8	21.4	
High school graduate	69.0	15.7	15.3	<.001
Some College	74.6	10.9	14.5	
College graduate	87.9	6.3	5.8	

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

Table 2.13 In the past 3 months, has anyone smoked in your car, even a puff?

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

Sample Characteristic	Yes	No	p
Total	26.5	73.5	
Rural	26.2	73.8	
Urban	26.6	73.4	ns
Nonsmoker	14.1	85.9	
Smoker	80.5	19.5	<.001
Male	31.9	68.1	
Female	21.3	78.7	.002
White	26.2	73.8	
African American	25.5	74.5	ns
18-24 years of age	31.9	68.1	
25-44 years of age	29.4	70.6	
45-64 years of age	27.2	72.8	ns
65 years of age or older	21.0	79.0	
Not a high school graduate	40.9	59.1	
High school graduate	32.3	67.7	
Some College	25.1	74.9	<.001
College graduate	14.0	86.0	

Note: 11.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.14 Which best describes how you handle cigarette smoking in your car?

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

Sample Characteristic	No one is allowed to smoke in my car	Special guests are allowed to smoke in my car	It is allowed if the car window is open	Allowed to smoke in my car at any time.	<i>p</i>
Total	72.7	2.5	16.6	7.9	
Rural	71.7	1.2	17.7	9.4	ns
Urban	73.7	3.8	15.9	6.6	
Nonsmoker	84.3	1.8	11.0	2.9	<.001
Smoker	22.7	5.5	42.2	29.7	
Male	65.1	3.6	20.0	11.3	.002
Female	80.0	1.4	14.0	4.6	
White	71.1	2.6	17.1	9.2	ns
African American	76.7	2.3	16.3	4.7	
18-24 years of age	68.1	0.0	31.9	0.0	.001
25-44 years of age	73.1	2.3	19.9	4.7	
45-64 years of age	70.8	1.7	15.3	12.2	
65 years of age and older	76.0	4.6	12.6	6.9	
Not a high school graduate	59.1	3.2	18.3	19.4	<.001
High school graduate	67.6	2.3	20.7	9.5	
Some college	73.6	0.6	19.5	6.3	
College Graduate	84.5	3.6	9.8	2.1	

Note: 11.9 percent of respondents reported *Don't Know* or refused or did not own a car. Percentages may not add to 100 due to rounding.

Work, 2007

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

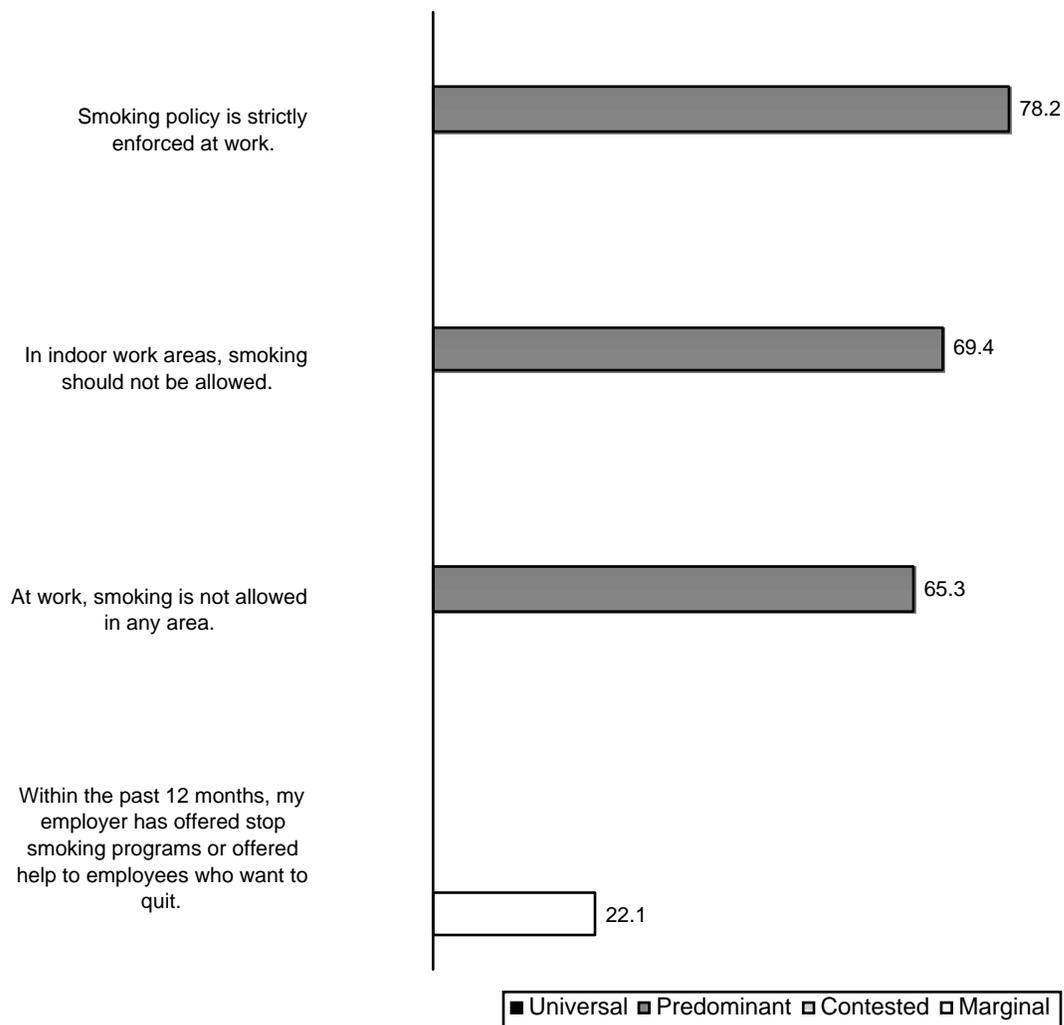


Table 3.1 At work, would you say that this smoking policy is not enforced at all, poorly enforced, somewhat enforced or strictly enforced?

(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	5.4	8.8	7.6	78.2	
Rural	1.9	6.2	7.5	84.5	.017
Urban	7.8	11.3	7.8	73.0	
Nonsmoker	4.7	9.0	6.0	80.4	0.39
Smoker	8.6	6.9	15.5	69.0	
Male	5.5	7.7	9.3	77.6	ns
Female	5.5	9.9	5.5	79.0	
White	6.4	8.6	7.3	77.7	ns
African American	3.9	10.2	7.0	78.9	
18-24 years of age	3.2	6.5	12.9	77.4	<.001
25-44 years of age	5.5	6.3	5.5	82.7	
45-64 years of age	4.5	6.2	7.9	81.4	
65 years of age and older	13.8	41.4	10.3	34.5	
Not a high school graduate	8.1	16.2	16.2	67.6	ns
High school graduate	9.1	7.3	7.3	72.7	
Some college	4.2	11.5	11.5	77.1	
College Graduate	3.3	6.5	6.5	85.4	

Note: 53.0 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 3.2 In indoor work areas, do you think that smoking should be allowed?

(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	6.0	24.6	69.4	
Rural	3.7	25.1	71.2	.032
Urban	8.2	24.1	67.7	
Nonsmoker	3.9	19.8	76.3	<.001
Smoker	13.9	45.8	40.3	
Male	6.0	30.4	63.6	.002
Female	6.0	19.4	74.7	
White	7.8	24.1	68.2	.029
African American	3.0	23.7	73.3	
18-24 years of age	1.9	28.8	69.2	.019
25-44 years of age	4.1	25.4	70.5	
45-64 years of age	5.1	27.6	67.3	
65 years of age or older	10.5	18.2	71.3	
Not a high school graduate	11.2	25.9	62.9	<.001
High school graduate	5.2	33.7	61.1	
Some College	6.3	20.4	73.3	
College graduate	3.9	17.0	79.1	

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

Table 3.3 Which of the following best describes your place of work's official smoking policy for indoor areas?

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

Sample Characteristic	Not allowed in any area	Allowed in some areas	Allowed in all areas	No official policy	<i>p</i>
Total	65.3	22.8	1.9	9.9	
Rural	70.0	21.1	0.6	8.3	ns
Urban	61.8	24.1	2.9	11.2	
Nonsmoker	67.5	21.9	1.2	9.4	ns
Smoker	54.8	27.4	4.1	13.7	
Male	58.0	25.9	2.7	13.4	.005
Female	73.5	19.4	1.0	6.1	
White	68.6	21.5	1.1	8.8	ns
African American	61.0	24.0	3.2	11.7	
18-24 years of age	59.5	29.7	0.0	10.8	ns
25-44 years of age	61.3	26.7	3.3	8.7	
45-64 years of age	69.3	18.3	1.5	10.9	
65 years of age and older	69.0	27.6	0.0	3.4	
Not a high school graduate	45.0	45.0	3.5	7.5	<.001
High school graduate	57.4	27.9	1.6	13.2	
Some college	61.7	22.6	4.3	11.3	
College Graduate	81.5	11.1	0.7	6.7	

Note: 46.0 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Table 3.4 Within the past 12 months, has your employer offered stop smoking programs or other help to employees who want to quit?

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

Sample Characteristic	Yes	No	p
Total	22.1	77.9	
Rural	15.8	84.2	.007
Urban	27.3	72.7	
Nonsmoker	23.4	76.6	ns
Smoker	17.6	82.4	
Male	21.1	78.9	ns
Female	23.7	76.3	
White	20.7	79.3	ns
African American	23.4	76.6	
18-24 years of age	24.2	75.8	ns
25-44 years of age	22.6	77.4	
45-64 years of age	19.6	80.4	
65 years of age or older	34.5	65.5	
Not a high school graduate	27.0	73.0	ns
High school graduate	15.3	84.7	
Some College	26.7	73.3	
College graduate	24.2	75.8	

Note: 49.8 percent of respondents reported *Don't Know* or refused or did not work. Percentages may not add to 100 due to rounding.

Health and Medical Care, 2006

Health and Medical Care: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

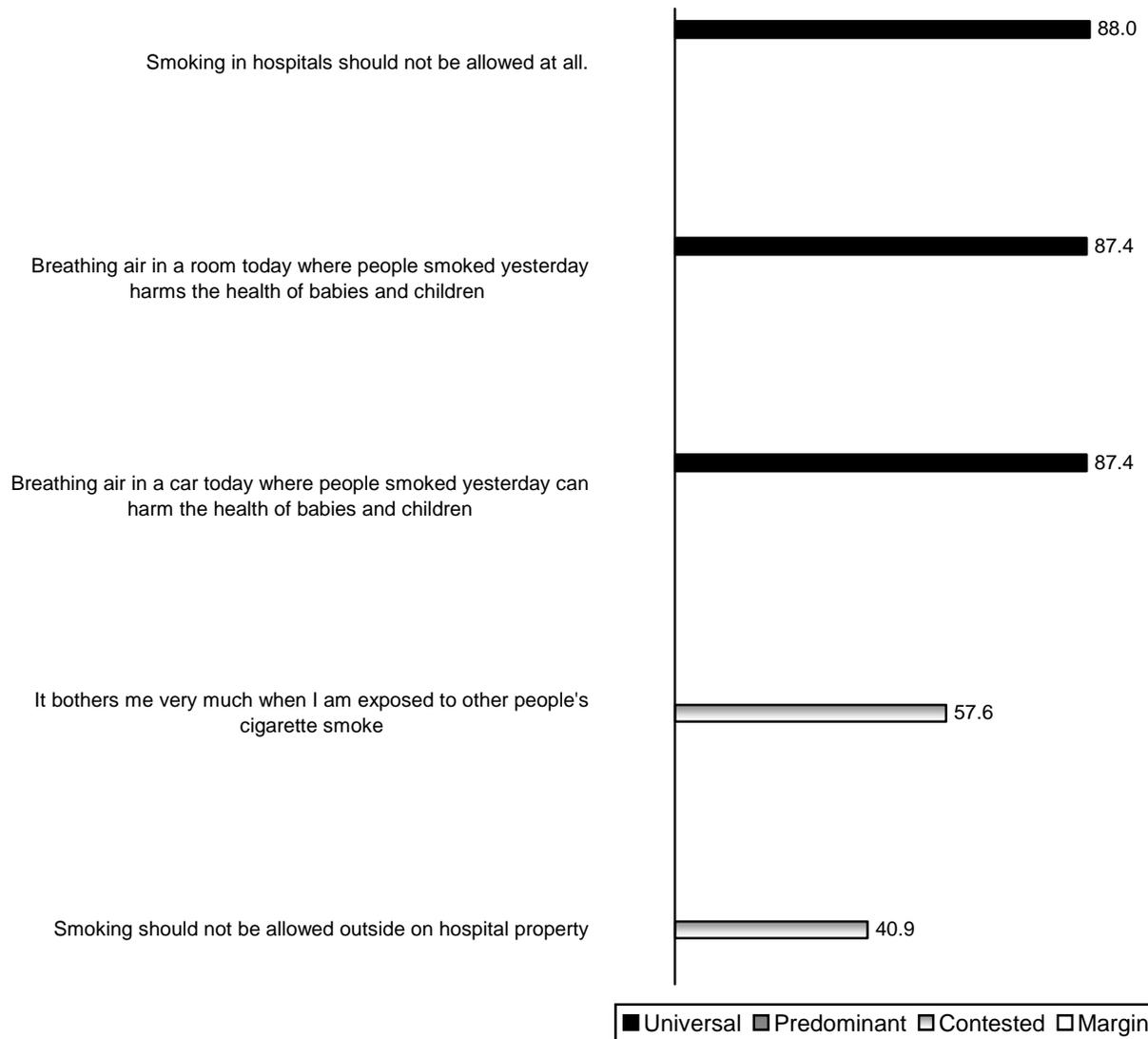


Table 4.1 Where in hospitals do you think smoking should be allowed?

(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	1.2	10.8	88.0	
Rural	1.0	12.0	86.9	ns
Urban	1.3	9.6	89.1	
Nonsmoker	1.1	8.4	90.5	<.001
Smoker	1.4	21.8	76.9	
Male	1.4	11.1	87.6	ns
Female	1.2	10.5	88.2	
White	1.2	11.5	87.3	ns
African American	1.5	8.2	90.3	
18-24 years of age	0.0	11.5	88.5	ns
25-44 years of age	1.0	8.3	90.6	
45-64 years of age	0.6	12.4	87.0	
65 years of age or older	2.3	9.9	87.8	
Not a high school graduate	3.4	13.6	83.1	.024
High school graduate	0.4	14.0	85.6	
Some College	0.5	8.9	90.6	
College graduate	1.4	7.2	91.3	

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

Table 4.1 Where in hospitals do you think smoking should be allowed?

(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	1.2	10.8	88.0	
Rural	1.0	12.0	86.9	ns
Urban	1.3	9.6	89.1	
Nonsmoker	1.1	8.4	90.5	<.001
Smoker	1.4	21.8	76.9	
Male	1.4	11.1	87.6	ns
Female	1.2	10.5	88.2	
White	1.2	11.5	87.3	ns
African American	1.5	8.2	90.3	
18-24 years of age	0.0	11.5	88.5	ns
25-44 years of age	1.0	8.3	90.6	
45-64 years of age	0.6	12.4	87.0	
65 years of age or older	2.3	9.9	87.8	
Not a high school graduate	3.4	13.6	83.1	.024
High school graduate	0.4	14.0	85.6	
Some College	0.5	8.9	90.6	
College graduate	1.4	7.2	91.3	

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

Table 4.3 Breathing air in a car today where people smoked yesterday can harm the health of babies and children.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	19.0	68.4	12.2	0.3	
Rural	14.8	71.3	13.6	0.3	.043
Urban	23.1	65.4	10.9	0.6	
Nonsmoker	22.1	69.0	8.6	0.4	<.001
Smoker	6.4	64.8	28.0	0.8	
Male	13.9	68.4	17.7	0.0	<.001
Female	23.3	68.1	7.5	1.1	
White	19.8	65.3	13.9	1.0	ns
African American	17.7	73.1	9.2	0.0	
18-24 years of age	25.0	60.4	14.6	0.0	ns
25-44 years of age	21.8	65.3	12.4	0.6	
45-64 years of age	18.3	65.6	15.4	0.7	
65 years of age and older	15.8	76.3	7.3	0.6	
Not a high school graduate	14.3	75.2	10.5	0.0	.006
High school graduate	13.7	69.6	16.3	0.4	
Some college	20.9	68.7	10.4	0.0	
College Graduate	27.2	61.3	9.8	1.7	

Note: 14.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.4 Where outside of hospitals, on hospital property, do you think that smoking should be allowed?

(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	5.8	53.3	40.9	
Rural	4.8	56.9	38.4	ns
Urban	6.9	49.7	43.4	
Nonsmoker	4.2	51.1	44.7	<.001
Smoker	12.9	63.3	23.8	
Male	7.6	52.3	40.1	ns
Female	4.2	54.1	41.7	
White	5.7	55.8	38.5	ns
African American	6.4	47.5	46.0	
18-24 years of age	3.8	56.6	39.6	ns
25-44 years of age	7.3	48.7	44.0	
45-64 years of age	6.7	55.7	37.6	
65 years of age or older	3.8	52.2	44.0	
Not a high school graduate	6.8	44.9	48.3	ns
High school graduate	6.7	55.6	37.7	
Some College	4.7	59.2	36.1	
College graduate	5.3	50.2	44.4	

Note: 1.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.5 How much does it bother you when you are exposed to other people's cigarette smoke? Would you say it bothers you:

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

Sample Characteristic	Not at all	A little	Moderately	Very much	p
Total	15.2	13.3	13.9	57.6	
Rural	16.2	12.0	14.9	56.8	ns
Urban	14.2	14.7	12.9	58.2	
Nonsmoker	6.9	12.2	14.0	66.8	<.001
Smoker	50.3	18.4	12.9	18.4	
Male	20.0	14.1	16.8	49.2	<.001
Female	10.6	12.6	11.4	65.4	
White	16.2	11.7	17.0	55.2	.001
African American	13.8	15.3	7.1	63.8	
18-24 years of age	9.6	13.5	21.2	55.8	ns
25-44 years of age	14.0	14.5	14.0	57.5	
45-64 years of age	17.8	11.1	14.0	57.1	
65 years of age and older	14.2	14.6	12.3	59.0	
Not a high school graduate	22.9	16.9	11.0	49.2	.031
High school graduate	17.6	12.9	15.7	53.7	
Some college	12.4	13.5	15.5	58.5	
College Graduate	10.2	11.7	12.1	66.0	

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

Recreation, Leisure, and Sports, 2007

Recreation, Leisure and Sports: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

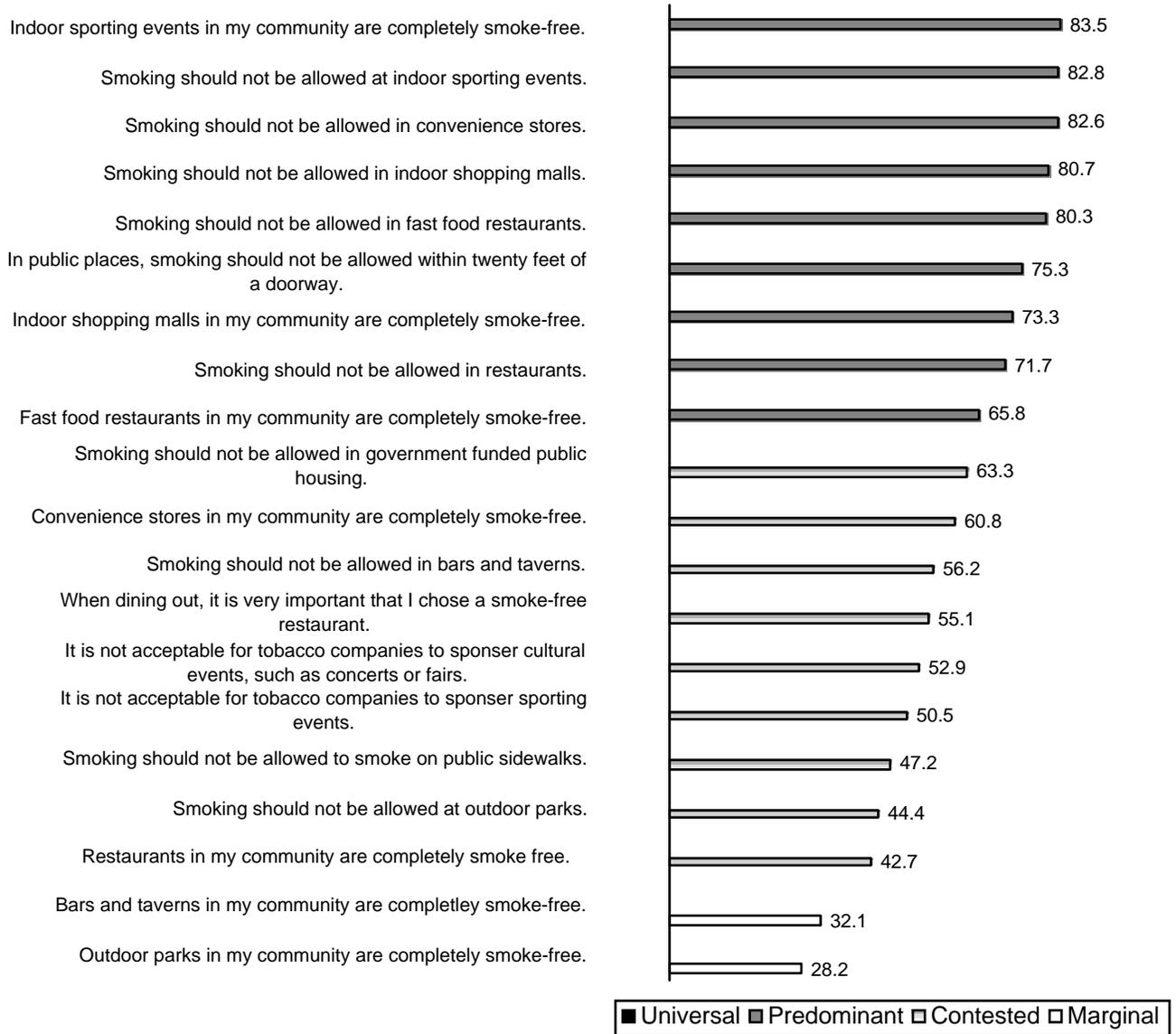


Table 5.1 Are indoor sporting events in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	83.5	9.1	1.4	
Rural	91.5	7.0	1.4	ns
Urban	87.7	11.0	1.3	
Nonsmoker	89.1	9.3	1.5	ns
Smoker	90.6	8.7	0.8	
Male	91.4	7.5	1.0	ns
Female	87.4	10.6	2.0	
White	89.0	9.6	1.3	ns
African American	89.7	8.9	1.4	
18-24 years of age	97.7	2.3	0.0	
25-44 years of age	87.5	11.3	1.3	ns
45-64 years of age	91.0	7.8	1.2	
65 years of age or older	86.0	11.2	2.8	
Not a high school graduate	86.0	11.4	2.5	
High school graduate	89.0	10.0	1.0	ns
Some College	92.6	6.8	0.7	
College graduate	89.0	9.1	1.8	

Note: 23.7 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.2 Where at indoor sporting events do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	4.6	12.6	82.8	
Rural	2.4	11.4	86.2	.008
Urban	6.7	13.7	79.6	
Nonsmoker	4.1	9.4	86.5	<.001
Smoker	7.7	25.4	66.9	
Male	4.4	14.9	80.7	.019
Female	4.7	10.5	84.8	
White	4.5	14.3	81.2	ns
African American	4.9	9.1	85.9	
18-24 years of age	3.8	3.8	92.3	.022
25-44 years of age	2.1	14.1	83.9	
45-64 years of age	4.2	11.0	84.8	
65 years of age or older	7.8	15.6	76.6	
Not a high school graduate	6.0	17.2	76.7	ns
High school graduate	4.0	11.9	84.2	
Some College	5.9	12.2	81.9	
College graduate	3.4	11.3	85.3	

Note: 1.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.3 Where in convenience stores do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	5.7	11.7	82.6	
Rural	2.4	10.2	87.3	<.001
Urban	8.7	13.1	78.2	
Nonsmoker	4.4	10.4	85.4	<.001
Smoker	10.5	19.6	69.9	
Male	5.5	12.4	82.0	ns
Female	6.0	11.2	82.8	
White	6.4	12.3	81.4	ns
African American	4.6	10.3	85.1	
18-24 years of age	1.9	3.8	94.3	.010
25-44 years of age	6.3	11.5	82.2	
45-64 years of age	3.2	11.6	85.2	
65 years of age or older	9.8	14.1	76.1	
Not a high school graduate	10.3	13.7	76.1	<.001
High school graduate	4.4	12.4	83.2	
Some College	5.9	10.2	84.0	
College graduate	4.4	11.3	84.3	

Note: 2.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.4 Where in indoor shopping malls do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	4.9	14.4	80.7	
Rural	3.7	12.9	83.4	ns
Urban	5.9	16.0	78.0	
Nonsmoker	5.2	16.5	78.2	ns
Smoker	4.5	12.4	83.1	
Male	5.2	16.5	78.2	ns
Female	4.5	12.4	83.1	
White	5.3	15.1	79.6	ns
African American	4.6	11.8	83.7	
18-24 years of age	1.9	13.2	84.9	
25-44 years of age	6.9	12.2	81.0	ns
45-64 years of age	2.6	15.0	82.4	
65 years of age or older	7.2	16.3	76.4	
Not a high school graduate	7.7	15.4	76.9	
High school graduate	4.7	14.1	81.2	ns
Some College	5.8	14.1	80.1	
College graduate	3.0	14.9	82.2	

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

Table 5.5 Where in fast food restaurants do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	4.9	14.7	80.3	
Rural	2.1	13.2	84.7	.001
Urban	7.7	16.2	76.1	
Nonsmoker	4.1	10.5	85.4	<.001
Smoker	9.1	32.9	58.0	
Male	4.6	17.2	78.1	ns
Female	5.2	12.4	82.3	
White	5.1	16.6	78.3	ns
African American	5.0	11.1	84.0	
18-24 years of age	0.0	17.0	83.0	ns
25-44 years of age	6.3	13.0	80.7	
45-64 years of age	3.5	13.7	82.7	
65 years of age or older	7.2	17.3	75.5	
Not a high school graduate	9.4	17.9	72.6	ns
High school graduate	4.0	17.5	78.6	
Some College	4.7	13.5	81.8	
College graduate	3.9	10.7	85.4	

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

Table 5.6 In public places, should people be allowed to smoke within twenty feet of a doorway?

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

Sample Characteristic	Yes	No	<i>p</i>
Total	24.7	75.3	
Rural	25.1	74.9	ns
Urban	24.1	75.9	
Nonsmoker	19.5	80.5	<.001
Smoker	44.7	55.3	
Male	31.5	68.5	<.001
Female	18.3	81.7	
White	28.3	71.7	.003
African American	18.4	81.6	
18-24 years of age	23.1	76.9	.039
25-44 years of age	19.0	81.0	
45-64 years of age	30.1	69.9	
65 years of age or older	22.7	77.3	
Not a high school graduate	22.5	77.5	ns
High school graduate	25.3	74.7	
Some College	25.8	74.2	
College graduate	24.0	76.0	

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

Table 5.7 Are indoor shopping malls in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	73.3	23.4	3.2	
Rural	73.2	24.3	2.5	ns
Urban	73.5	22.7	3.9	
Nonsmoker	72.0	24.3	3.7	ns
Smoker	79.3	19.0	1.7	
Male	70.7	26.1	3.3	ns
Female	75.6	21.1	3.2	
White	78.0	19.4	2.7	.007
African American	65.8	29.7	4.5	
18-24 years of age	69.6	26.1	4.3	
25-44 years of age	76.8	21.3	1.9	ns
45-64 years of age	72.9	24.0	3.1	
65 years of age or older	71.5	23.8	4.6	
Not a high school graduate	66.7	29.9	3.4	
High school graduate	74.4	22.7	3.0	ns
Some College	73.4	24.5	2.1	
College graduate	75.8	20.1	4.0	

Note: 24.8 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.8 Where in restaurants do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	5.4	22.9	71.7	
Rural	2.6	23.3	74.1	.003
Urban	8.2	22.4	69.4	
Nonsmoker	4.2	17.6	78.2	<.001
Smoker	10.4	45.8	43.8	
Male	5.5	27.1	67.4	.031
Female	5.4	19.2	75.4	
White	5.9	23.7	70.4	ns
African American	4.5	18.6	76.9	
18-24 years of age	3.8	24.5	71.7	ns
25-44 years of age	5.7	20.7	73.6	
45-64 years of age	3.5	26.4	70.1	
65 years of age or older	8.6	19.1	72.2	
Not a high school graduate	12.7	17.8	69.5	.005
High school graduate	4.0	26.2	69.8	
Some College	4.7	25.4	69.9	
College graduate	3.9	19.5	76.6	

Note: 1.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.9 Are fast food restaurants in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	65.8	30.2	4.0	
Rural	65.0	30.7	4.3	ns
Urban	66.5	29.7	3.8	
Nonsmoker	64.6	31.3	4.1	ns
Smoker	69.8	27.0	3.2	
Male	67.2	28.3	4.5	ns
Female	64.6	32.1	3.3	
White	64.8	30.5	4.7	ns
African American	68.6	29.2	2.2	
18-24 years of age	73.5	24.5	2.0	
25-44 years of age	64.9	32.2	2.9	ns
45-64 years of age	61.2	34.6	4.2	
65 years of age or older	73.4	22.1	4.5	
Not a high school graduate	73.7	23.2	3.2	
High school graduate	67.3	30.4	2.3	ns
Some College	60.7	34.5	4.8	
College graduate	64.6	29.9	5.5	

Note: 17.1 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.10 Where in government funded public housing do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	17.2	19.5	63.3	
Rural	15.0	19.4	65.6	ns
Urban	19.4	19.7	60.9	
Nonsmoker	12.0	17.4	70.6	<.001
Smoker	38.5	28.5	33.1	
Male	20.5	20.8	58.8	.036
Female	14.1	18.4	67.5	
White	19.4	19.2	61.4	ns
African American	12.9	20.4	66.7	
18-24 years of age	16.7	14.6	68.8	ns
25-44 years of age	15.5	16.1	68.4	
45-64 years of age	20.4	20.8	58.8	
65 years of age or older	14.5	14.5	62.9	
Not a high school graduate	15.9	16.8	67.3	ns
High school graduate	20.2	19.3	60.5	
Some College	17.6	18.8	63.6	
College graduate	14.0	22.0	64.0	

Note: 11.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.11 Are convenience stores in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	60.8	17.1	22.0	
Rural	58.4	17.5	24.1	ns
Urban	62.9	16.8	20.2	
Nonsmoker	56.3	18.1	25.5	<.001
Smoker	77.3	12.1	10.6	
Male	60.6	19.7	19.7	ns
Female	61.1	14.5	24.4	
White	57.5	16.5	26.0	.010
African American	67.0	17.6	15.4	
18-24 years of age	69.4	12.2	18.4	ns
25-44 years of age	60.7	21.4	17.9	
45-64 years of age	56.8	15.6	27.6	
65 years of age or older	64.4	16.8	18.8	
Not a high school graduate	79.1	12.1	8.8	<.001
High school graduate	64.4	19.0	16.7	
Some College	62.1	15.7	22.2	
College graduate	43.7	19.2	37.1	

Note: 21.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.12 Where in bars and taverns do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	18.3	25.5	56.2	
Rural	15.4	26.1	58.5	ns
Urban	20.8	24.9	54.2	
Nonsmoker	12.7	23.4	63.9	<.001
Smoker	42.6	33.1	24.3	
Male	19.5	27.8	52.7	ns
Female	17.1	23.4	59.5	
White	20.2	25.7	54.1	ns
African American	13.3	25.4	61.3	
18-24 years of age	17.3	28.8	53.8	ns
25-44 years of age	20.2	26.2	53.6	
45-64 years of age	17.9	25.7	56.4	
65 years of age or older	17.9	22.8	59.2	
Not a high school graduate	24.5	16.0	59.4	.045
High school graduate	17.8	30.7	51.6	
Some College	19.3	27.5	53.2	
College graduate	14.6	23.6	61.8	

Note: 9.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.13 When dining out, how important is it to you to choose a completely smoke-free restaurant?

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

Sample Characteristic	Not at all	A little	Moderately	Very Much	p
Total	21.0	10.6	13.4	55.1	
Rural	20.9	8.8	12.6	57.6	ns
Urban	21.1	12.3	13.9	52.7	
Nonsmoker	12.4	9.4	14.5	63.7	<.001
Smoker	59.6	15.6	7.8	17.0	
Male	26.6	13.4	11.0	49.0	<.001
Female	15.8	8.0	15.5	60.7	
White	20.8	11.6	14.3	53.3	ns
African American	20.0	9.2	10.8	60.0	
18-24 years of age	17.3	9.6	7.7	65.4	ns
25-44 years of age	18.3	13.1	15.7	52.9	
45-64 years of age	23.2	10.0	14.5	52.3	
65 years of age and older	20.8	9.7	11.1	58.5	
Not a high school graduate	26.1	11.3	10.4	52.2	.008
High school graduate	24.8	13.6	14.4	47.2	
Some college	20.4	11.5	11.5	56.5	
College Graduate	14.6	5.8	16.0	63.6	

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

Table 5.14 It is acceptable for tobacco companies to sponsor cultural events, such as concerts or fairs?

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	5.2	41.9	47.6	5.3	
Rural	4.0	40.6	50.0	5.4	ns
Urban	6.4	42.9	45.3	5.4	
Nonsmoker	4.2	36.7	53.0	6.1	<.001
Smoker	7.7	62.7	26.8	2.8	
Male	5.4	47.7	41.7	5.1	.015
Female	5.1	36.5	53.1	5.4	
White	6.0	43.5	44.0	6.5	.026
African American	3.2	38.9	54.3	3.6	
18-24 years of age	6.1	38.8	53.1	2.0	ns
25-44 years of age	3.3	39.9	51.4	5.5	
45-64 years of age	7.0	44.3	43.0	5.7	
65 years of age and older	3.7	40.4	50.5	5.3	
Not a high school graduate	5.8	34.0	54.4	5.8	ns
High school graduate	2.9	42.7	51.5	2.9	
Some college	5.9	42.7	44.3	7.0	
College Graduate	7.3	43.5	42.5	6.7	

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

Table 5.15 It is acceptable for tobacco companies to sponsor sporting events. Do you:

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	4.9	44.6	44.7	5.8	
Rural	4.1	44.3	45.5	6.1	ns
Urban	5.7	44.9	44.1	5.4	
Nonsmoker	3.7	40.0	49.9	6.4	<.001
Smoker	9.2	62.4	24.8	3.5	
Male	5.6	51.3	37.5	5.6	.002
Female	4.3	38.3	51.5	5.9	
White	5.9	45.8	41.2	7.2	.006
African American	2.5	42.1	52.1	3.3	
18-24 years of age	6.1	44.9	46.9	2.0	ns
25-44 years of age	3.3	45.1	46.7	4.9	
45-64 years of age	5.9	45.9	41.4	6.9	
65 years of age and older	4.8	43.1	46.3	5.9	
Not a high school graduate	9.6	31.7	53.8	4.8	.001
High school graduate	3.0	44.0	50.4	2.6	
Some college	3.9	49.4	37.8	8.9	
College Graduate	5.7	46.9	39.6	7.8	

Note: 8.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.16 Should people be allowed to smoke on public sidewalks?

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

Sample Characteristic	Yes	No	p
Total	52.8	47.2	
Rural	54.6	45.4	
Urban	51.0	49.0	ns
Nonsmoker	46.3	53.7	
Smoker	77.6	22.4	<.001
Male	63.9	36.1	
Female	42.4	57.6	<.001
White	56.0	44.0	
African American	47.1	52.9	.022
18-24 years of age	58.3	41.7	
25-44 years of age	53.3	46.7	
45-64 years of age	56.9	43.1	.041
65 years of age or older	44.1	55.9	
Not a high school graduate	43.4	56.6	
High school graduate	52.8	47.2	
Some College	58.7	41.3	ns
College graduate	52.4	27.6	

Note: 8.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.17 Where in outdoor parks do you think smoking should be allowed:

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

Sample Characteristic	All areas	Some areas	Not at all	p
Total	21.0	34.6	44.4	
Rural	17.7	39.9	42.4	.005
Urban	24.2	29.4	46.4	
Nonsmoker	16.7	33.4	49.9	<.001
Smoker	39.3	37.9	22.9	
Male	26.5	34.0	39.6	.001
Female	16.0	35.3	48.7	
White	20.8	34.2	44.9	ns
African American	20.7	35.2	44.1	
18-24 years of age	23.5	23.5	52.9	ns
25-44 years of age	19.1	35.1	45.7	
45-64 years of age	20.5	36.5	43.0	
65 years of age or older	22.7	34.6	42.9	
Not a high school graduate	26.5	27.4	46.0	.006
High school graduate	23.8	39.5	36.7	
Some College	21.6	34.6	43.8	
College graduate	14.3	32.0	53.7	

Note: 3.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.18 Are restaurants in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	p
Total	42.7	55.5	1.8	
Rural	40.1	58.2	1.8	ns
Urban	45.3	53.1	1.6	
Nonsmoker	40.2	57.9	1.9	.047
Smoker	51.5	47.8	0.7	
Male	42.5	55.5	2.0	ns
Female	42.8	55.6	1.6	
White	41.4	56.0	2.6	ns
African American	46.1	53.5	0.4	
18-24 years of age	49.0	49.0	2.0	
25-44 years of age	39.9	58.5	1.6	ns
45-64 years of age	38.5	59.5	2.0	
65 years of age or older	50.5	47.8	1.6	
Not a high school graduate	56.1	42.9	1.0	
High school graduate	43.2	55.1	1.7	ns
Some College	41.8	56.0	2.2	
College graduate	35.7	62.2	2.0	

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

Table 5.19 Are bars and taverns in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	32.1	26.3	41.6	
Rural	31.7	19.2	49.1	.010
Urban	32.4	31.1	36.5	
Nonsmoker	30.9	25.2	43.9	ns
Smoker	34.1	29.5	36.4	
Male	31.5	28.2	40.4	ns
Female	32.8	24.1	43.1	
White	33.5	24.0	42.5	ns
African American	29.9	29.3	40.8	
18-24 years of age	41.2	32.4	26.5	<.001
25-44 years of age	28.6	22.6	48.9	
45-64 years of age	24.1	28.9	47.0	
65 years of age or older	54.2	22.2	23.6	
Not a high school graduate	52.3	27.3	20.5	.008
High school graduate	29.78	31.9	38.4	
Some College	32.1	19.8	48.1	
College graduate	26.7	25.8	47.5	

Note: 47.5 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 5.20 Are outdoor parks in your community:

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	28.2	22.0	49.8	
Rural	25.0	21.9	53.1	
Urban	31.0	22.1	46.9	ns
Nonsmoker	28.6	22.3	49.1	
Smoker	27.0	20.9	52.2	ns
Male	28.8	20.3	50.9	
Female	27.5	23.7	48.8	ns
White	31.3	20.9	47.8	
African American	23.8	22.3	53.9	ns
18-24 years of age	27.5	17.5	55.0	
25-44 years of age	23.1	28.2	48.7	
45-64 years of age	27.4	21.8	50.9	ns
65 years of age or older	36.6	16.8	46.6	
Not a high school graduate	46.2	16.7	37.2	
High school graduate	24.7	26.3	48.9	
Some College	25.2	22.4	52.4	.006
College graduate	26.0	18.0	56.0	

Note: 27.7 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Mass Communications and Culture, 2006

Mass Communications and Culture: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

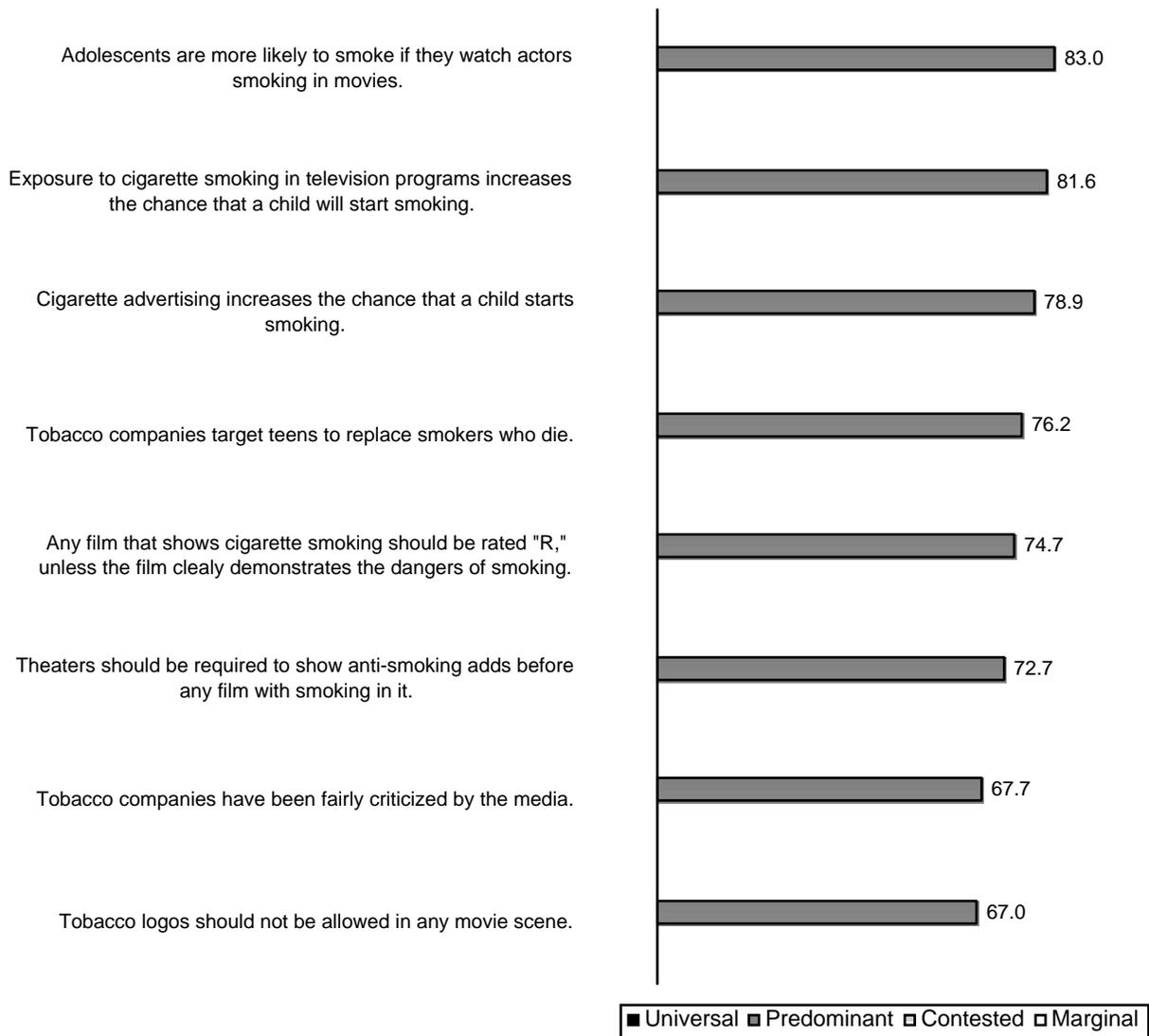


Table 6.1 Adolescents are more likely to smoke if they watch actors smoking in movies.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	13.9	69.1	16.5	0.5	
Rural	10.7	70.0	18.7	0.6	ns
Urban	17.0	68.1	14.4	0.5	
Nonsmoker	15.1	70.8	13.9	0.2	<.001
Smoker	9.7	60.4	27.8	2.1	
Male	13.3	69.5	16.9	0.3	ns
Female	14.6	68.8	16.1	0.5	
White	16.1	65.1	18.2	0.6	.017
African American	10.4	76.4	12.7	0.4	
18-24 years of age	13.5	71.2	15.4	0.0	ns
25-44 years of age	13.2	72.0	14.3	0.5	
45-64 years of age	14.4	62.8	22.1	0.7	
65 years of age and older	13.7	75.0	10.8	0.5	
Not a high school graduate	14.2	69.9	15.0	0.9	ns
High school graduate	10.5	69.8	19.4	0.4	
Some college	15.1	67.6	16.8	0.5	
College Graduate	17.1	66.8	13.6	0.5	

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

Table 6.2 Exposure to cigarette smoking in television programs increases the chance that a child will start smoking?

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	14.8	66.8	18.0	0.4	
Rural	12.6	67.7	19.5	0.3	ns
Urban	16.4	66.1	16.5	0.8	
Nonsmoker	16.1	67.8	15.8	0.3	.004
Smoker	9.1	62.9	27.3	0.7	
Male	13.4	68.1	18.5	0.0	ns
Female	15.9	65.8	17.5	0.8	
White	16.7	64.0	19.0	0.2	ns
African American	12.2	71.9	16.0	0.0	
18-24 years of age	23.1	69.2	3.8	3.8	<.001
25-44 years of age	13.6	70.7	15.7	0.0	
45-64 years of age	14.7	60.3	24.8	0.3	
65 years of age and older	14.4	71.6	13.4	0.5	
Not a high school graduate	14.2	65.5	19.5	0.9	ns
High school graduate	12.0	69.6	17.2	1.2	
Some college	14.4	65.8	19.8	0.0	
College Graduate	18.8	64.9	16.3	0.0	

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

Table 6.3 Cigarette advertising increases the chance that a child starts smoking?

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	15.7	63.2	20.3	0.7	
Rural	11.1	63.7	24.2	1.0	ns
Urban	11.5	67.4	20.3	0.8	
Nonsmoker	11.9	69.0	18.7	0.4	<.001
Smoker	8.9	52.9	35.2	3.1	
Male	10.8	66.0	22.6	0.6	ns
Female	11.9	66.5	20.6	1.0	
White	12.0	65.7	21.6	0.7	ms
African American	8.5	70.1	20.4	1.0	
18-24 years of age	11.1	67.7	21.2	0.0	ns
25-44 years of age	12.9	60.5	25.4	1.2	
45-64 years of age	10.0	68.3	20.9	0.9	
65 years of age and older	11.9	68.2	19.1	0.7	
Not a high school graduate	10.7	64.4	24.2	0.7	.015
High school graduate	11.3	63.2	23.8	1.7	
Some college	9.0	66.5	24.0	0.5	
College Graduate	13.4	69.0	17.2	0.5	

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

Table 6.4 Tobacco companies target teens to replace smokers who die.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	15.7	60.5	23.2	0.6	
Rural	12.6	64.4	22.7	0.3	ns
Urban	18.4	57.1	23.7	0.8	
Nonsmoker	17.3	63.3	19.0	0.4	<.001
Smoker	10.1	47.8	40.6	1.4	
Male	14.4	62.5	22.8	0.3	ns
Female	17.0	58.5	23.7	0.9	
White	15.9	59.0	24.3	0.9	ns
African American	15.2	64.7	19.6	0.4	
18-24 years of age	15.6	66.7	17.8	0.0	ns
25-44 years of age	16.0	60.4	23.1	0.6	
45-64 years of age	12.7	57.6	28.6	1.1	
65 years of age and older	20.2	62.9	16.3	0.6	
Not a high school graduate	21.6	53.9	23.5	1.0	ns
High school graduate	13.0	66.8	19.7	0.4	
Some college	14.6	60.8	24.0	0.6	
College Graduate	17.3	54.7	26.8	1.1	

Note: 13.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.5 Any film that shows cigarette smoking should be rated "R," unless the film clearly demonstrates the dangers of smoking.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	19.9	54.8	23.3	2.0	
Rural	16.7	58.5	24.0	0.8	.016
Urban	22.9	51.3	22.6	3.2	
Nonsmoker	20.2	56.4	21.4	1.7	ns
Smoker	17.5	49.0	30.8	2.8	
Male	16.1	53.2	27.6	3.1	.002
Female	23.2	56.4	19.3	1.0	
White	19.4	53.8	23.8	3.0	ns
African American	21.6	56.1	22.0	0.4	
18-24 years of age	17.6	56.9	23.5	2.0	.024
25-44 years of age	17.6	59.6	20.2	2.7	
45-64 years of age	16.4	53.5	27.4	2.7	
65 years of age and older	27.8	52.5	19.7	0.0	
Not a high school graduate	27.7	50.0	21.4	0.9	ns
High school graduate	17.2	59.4	22.6	0.8	
Some college	22.6	51.6	23.7	2.2	
College Graduate	16.2	54.5	25.3	4.0	

Note: 5.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.6 Theaters should be required to show anti-smoking ads before any film with smoking in it.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	14.4	58.3	25.9	1.4	
Rural	9.9	62.1	26.9	1.1	.005
Urban	18.7	54.6	24.8	1.8	
Nonsmoker	15.8	59.3	23.6	1.3	.020
Smoker	9.1	54.5	35.0	1.4	
Male	10.2	56.9	20.8	1.4	.001
Female	18.3	31.4	25.9	1.3	
White	14.8	53.8	29.3	2.1	.003
African American	14.4	65.8	19.5	0.4	
18-24 years of age	8.0	68.0	24.0	0.0	.010
25-44 years of age	17.4	60.5	20.5	1.6	
45-64 years of age	11.1	54.4	31.8	2.6	
65 years of age and older	18.0	59.3	22.7	0.0	
Not a high school graduate	17.1	62.2	20.7	0.0	ns
High school graduate	11.4	62.9	24.9	0.8	
Some college	16.4	52.5	29.5	1.6	
College Graduate	14.9	55.2	26.9	3.0	

Note: 4.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.7 Tobacco companies have been unfairly criticized in the media.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	5.0	27.3	61.9	5.8	
Rural	4.3	25.1	64.5	6.1	ns
Urban	5.6	29.5	59.3	5.6	
Nonsmoker	4.9	23.4	65.1	6.6	<.001
Smoker	5.1	43.1	49.6	2.2	
Male	4.5	31.0	59.2	5.4	ns
Female	5.4	23.7	64.6	6.3	
White	5.0	26.3	61.4	7.3	ns
African American	4.5	29.1	63.2	3.2	
18-24 years of age	0.0	38.3	59.6	2.1	ns
25-44 years of age	7.0	25.3	61.8	5.9	
45-64 years of age	4.7	26.4	63.4	5.4	
65 years of age and older	4.7	28.3	59.7	7.3	
Not a high school graduate	7.5	34.6	56.1	1.9	<.001
High school graduate	5.1	29.9	61.5	3.4	
Some college	5.5	30.4	59.1	5.0	
College Graduate	3.5	17.7	67.2	11.6	

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

Table 6.8 Tobacco logos should not be allowed in any movie scene.

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	13.2	53.8	31.7	1.2	
Rural	8.7	58.5	31.4	1.4	.004
Urban	17.3	49.5	32.2	1.0	
Nonsmoker	14.6	56.9	27.6	1.0	<.001
Smoker	8.6	42.1	47.9	1.4	
Male	9.4	51.6	37.6	1.4	.002
Female	16.5	56.1	26.4	1.0	
White	13.7	49.8	34.8	1.7	.019
African American	12.7	60.6	26.3	0.4	
18-24 years of age	10.0	52.0	38.0	0.0	<.001
25-44 years of age	16.2	58.4	23.8	1.6	
45-64 years of age	10.3	47.4	40.7	1.7	
65 years of age and older	16.0	60.5	23.5	0.0	
Not a high school graduate	16.2	61.3	22.5	0.0	ns
High school graduate	11.1	54.7	33.7	0.4	
Some college	15.4	53.3	29.7	1.6	
College Graduate	12.1	48.7	36.7	2.5	

Note: 4.9 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**

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