

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

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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.

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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                               |

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### **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.

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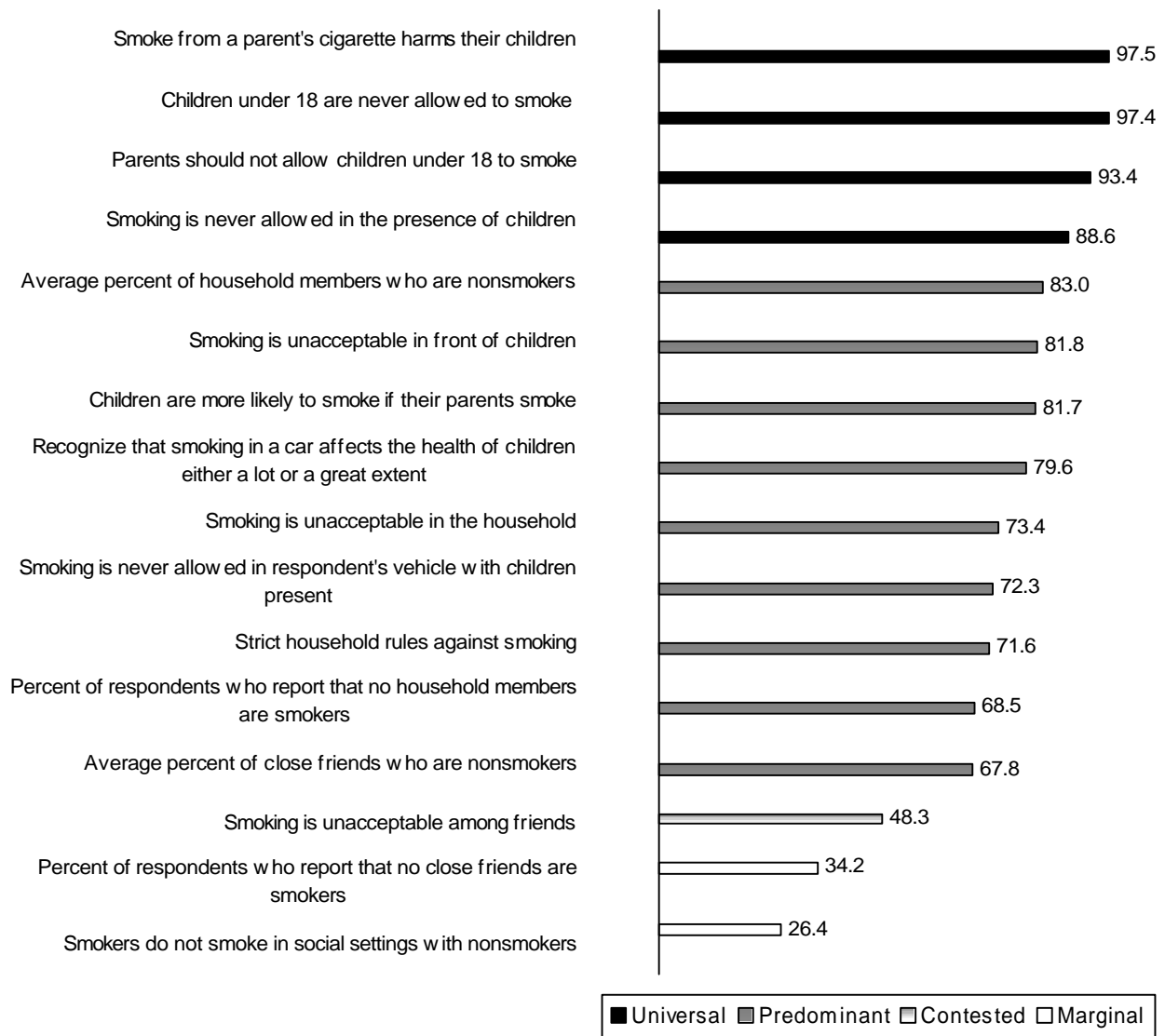
<sup>1</sup> Indicators endorsed by at least 85% of Mississippi adults

<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     | 34.2              |       |
| Rural/Urban                |                |       |          |                   |       |
| Rural                      | 2.1            | 16.5  | 46.8     | 34.6              |       |
| Urban                      | 2.0            | 15.9  | 48.2     | 33.9              | .978  |
| Smoking Status             |                |       |          |                   |       |
| Nonsmoker                  | 1.5            | 11.8  | 47.7     | 39.0              |       |
| Smoker                     | 4.1            | 33.8  | 47.2     | 14.9              | <.001 |
| Gender                     |                |       |          |                   |       |
| Male                       | 3.1            | 21.6  | 47.3     | 28.0              |       |
| Female                     | 1.1            | 11.6  | 47.6     | 39.6              | <.001 |
| Race                       |                |       |          |                   |       |
| White                      | 2.7            | 19.5  | 44.0     | 33.9              |       |
| African American           | 0.9            | 10.6  | 53.8     | 34.7              | <.001 |
| Age                        |                |       |          |                   |       |
| 18-24 years of age         | 0.8            | 20.5  | 48.0     | 30.7              |       |
| 25-44 years of age         | 1.1            | 18.9  | 46.9     | 33.1              |       |
| 45-64 years of age         | 2.1            | 13.7  | 47.5     | 36.7              |       |
| 65 years of age and older  | 4.2            | 12.0  | 49.4     | 34.3              | .129  |
| Education                  |                |       |          |                   |       |
| Not a high school graduate | 3.1            | 11.7  | 56.3     | 28.9              |       |
| High school graduate       | 1.6            | 17.1  | 44.7     | 36.5              |       |
| Some college               | 3.0            | 20.3  | 44.9     | 31.8              |       |
| College Graduate           | 1.2            | 12.0  | 49.6     | 37.2              | .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                      | 44.6           | 48.9  | 5.1      | 1.4               |       |
| Rural/Urban                |                |       |          |                   |       |
| Rural                      | 45.1           | 49.2  | 5.0      | 0.7               |       |
| Urban                      | 44.1           | 48.7  | 5.3      | 1.9               | .410  |
| Smoking Status             |                |       |          |                   |       |
| Nonsmoker                  | 47.2           | 45.3  | 5.7      | 1.7               |       |
| Smoker                     | 33.8           | 62.7  | 3.0      | 0.5               | <.001 |
| Gender                     |                |       |          |                   |       |
| Male                       | 40.8           | 52.1  | 5.2      | 2.0               |       |
| Female                     | 47.5           | 46.7  | 4.8      | 0.9               | .119  |
| Race                       |                |       |          |                   |       |
| White                      | 45.6           | 49.5  | 3.8      | 1.1               |       |
| African American           | 42.0           | 47.7  | 8.1      | 2.1               | .018  |
| Age                        |                |       |          |                   |       |
| 18-24 years of age         | 43.2           | 50.8  | 4.5      | 1.5               |       |
| 25-44 years of age         | 49.6           | 42.6  | 9.2      | 1.7               |       |
| 45-64 years of age         | 42.8           | 51.3  | 4.4      | 1.5               |       |
| 65 years of age and older  | 39.0           | 55.8  | 4.7      | 0.6               | .280  |
| Education                  |                |       |          |                   |       |
| Not a high school graduate | 36.4           | 55.3  | 6.8      | 1.5               |       |
| High school graduate       | 43.2           | 49.7  | 5.5      | 1.6               |       |
| Some college               | 44.6           | 49.7  | 5.1      | 0.6               |       |
| College Graduate           | 50.8           | 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.

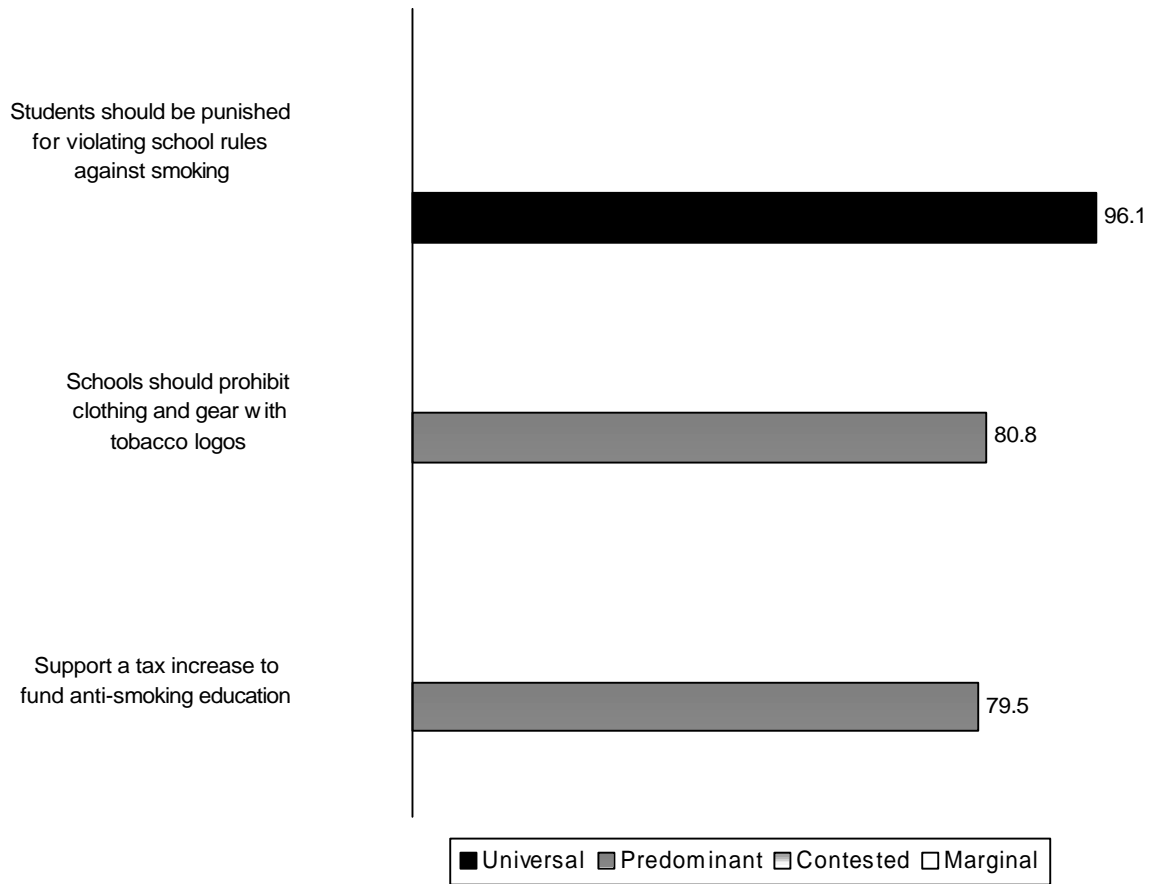
**Universal Norms, Beliefs and Practices**

- 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**



## EDUCATION

### 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      |

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\* 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.)

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

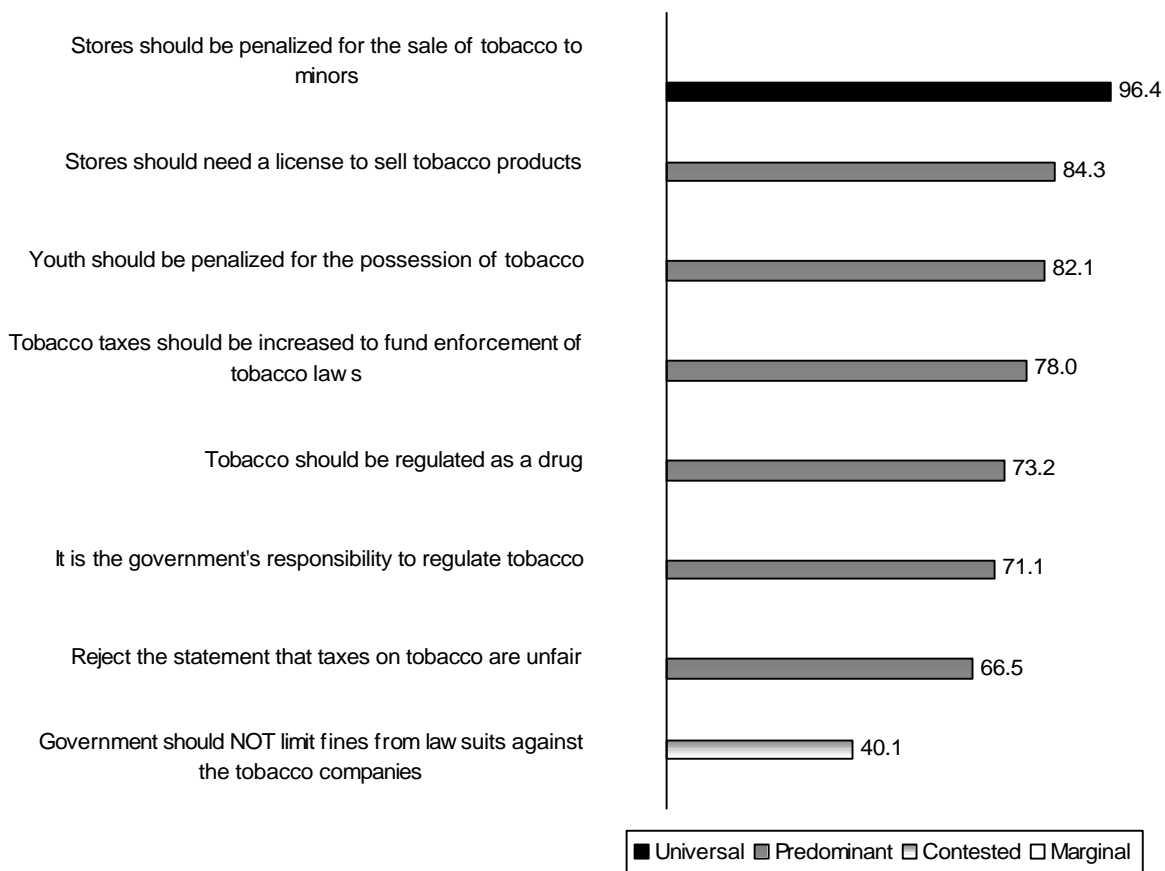
- 2.8 million Mississippi adults (96.4 percent) believe that stores should be penalized for the sale of tobacco to minors.

**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.

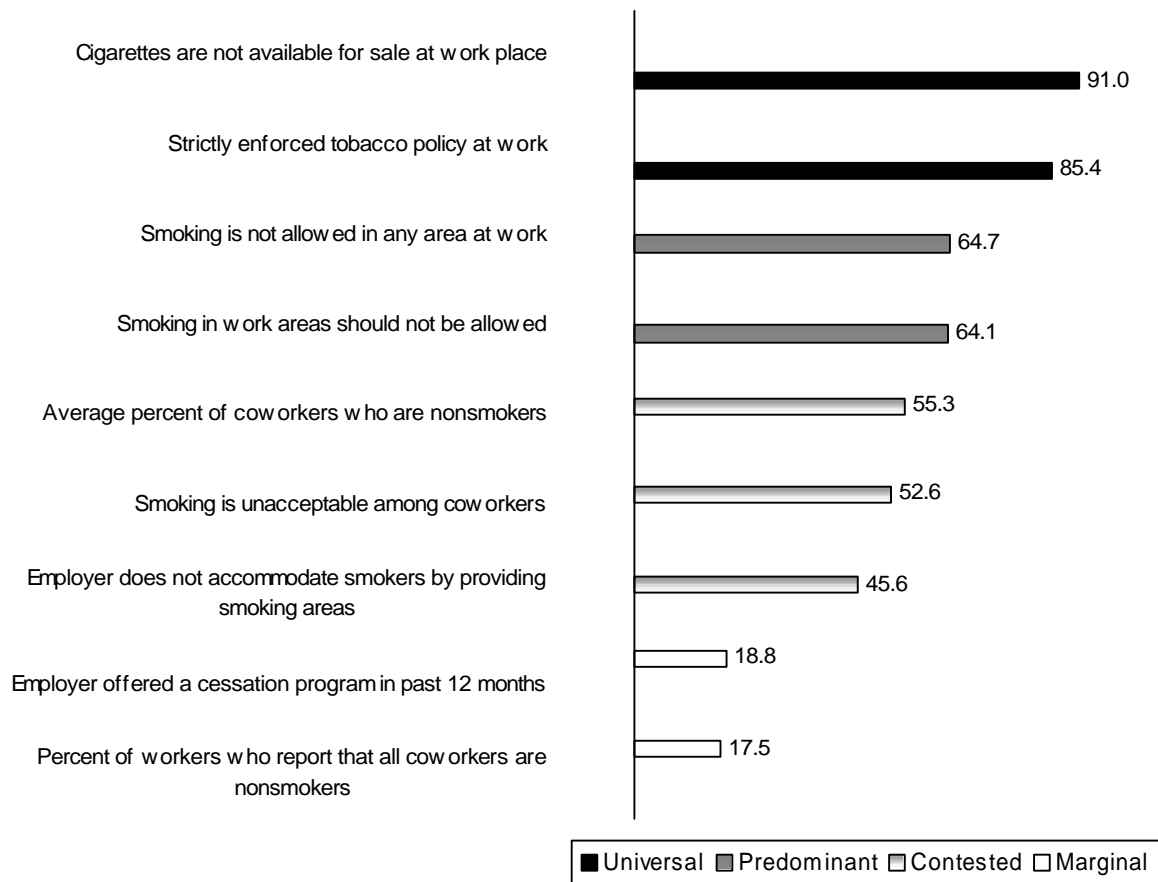
### **Universal Norms, Beliefs and Practices**

- 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.

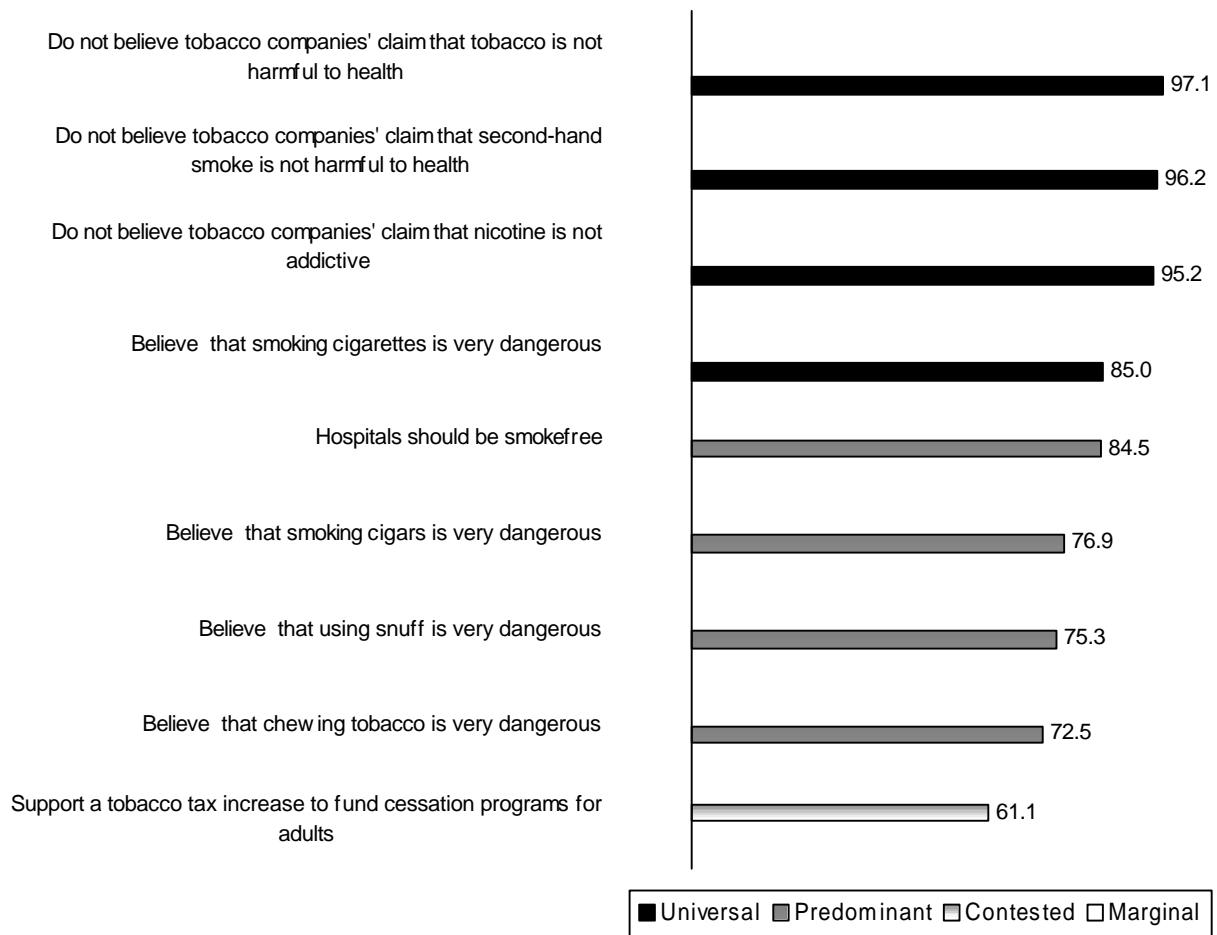
### **Universal Norms, Beliefs and Practices**

- 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              | .455 |
| Urban                      | 0.9            | 4.5   | 52.1     | 42.5              |      |
| Smoking Status             |                |       |          |                   |      |
| Nonsmoker                  | 0.5            | 3.2   | 51.3     | 45.0              | .001 |
| Smoker                     | 1.0            | 7.5   | 59.7     | 31.8              |      |
| Gender                     |                |       |          |                   |      |
| Male                       | 1.1            | 5.3   | 55.0     | 38.6              | .046 |
| Female                     | 0.4            | 3.0   | 51.3     | 45.3              |      |
| Race                       |                |       |          |                   |      |
| White                      | 0.5            | 3.6   | 51.9     | 44.0              | .304 |
| African American           | 0.9            | 4.9   | 55.6     | 38.6              |      |
| Age                        |                |       |          |                   |      |
| 18-24 years of age         | 1.5            | 6.1   | 45.8     | 46.6              | .246 |
| 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              |      |
| Education                  |                |       |          |                   |      |
| Not a high school graduate | 0.0            | 5.6   | 56.0     | 38.4              | .254 |
| 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              |      |

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              | .957 |
| Urban                      | 0.2            | 2.7   | 51.8     | 45.3              |      |
| Smoking Status             |                |       |          |                   |      |
| Nonsmoker                  | 0.1            | 1.9   | 51.0     | 47.0              | .001 |
| Smoker                     | 0.5            | 5.6   | 58.7     | 35.2              |      |
| Gender                     |                |       |          |                   |      |
| Male                       | 0.2            | 3.3   | 54.7     | 41.7              | .341 |
| Female                     | 0.2            | 2.3   | 50.6     | 47.0              |      |
| Race                       |                |       |          |                   |      |
| White                      | 0.2            | 2.4   | 50.8     | 46.7              | .259 |
| African American           | 0.3            | 3.3   | 56.0     | 40.4              |      |
| Age                        |                |       |          |                   |      |
| 18-24 years of age         | 0.0            | 3.8   | 47.3     | 48.9              | .751 |
| 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              |      |
| Education                  |                |       |          |                   |      |
| Not a high school graduate | 0.0            | 2.4   | 57.5     | 40.2              | .309 |
| 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              |      |

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 | p     |
|----------------------------|----------------|--------------------|--------------------|-------|
| 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 | p     |
|----------------------------|----------------|--------------------|--------------------|-------|
| 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**

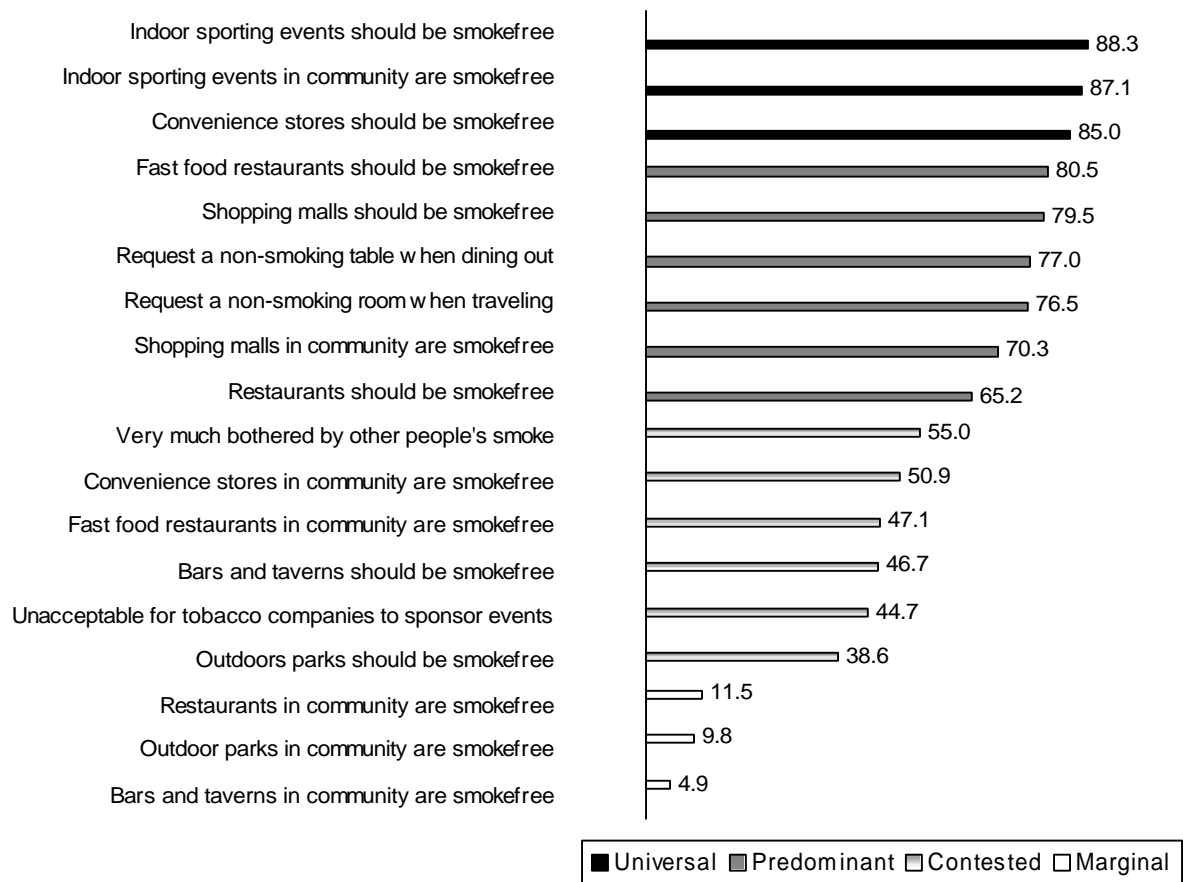
- 2.5 million Mississippi adults (88.3 percent) believe that indoor sporting events should be smokefree.
- 2.5 million Mississippi adults (87.1 percent) reported that indoor sporting events in their communities are smokefree.
- 2.4 million Mississippi adults (85.0 percent) believe that convenience stores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

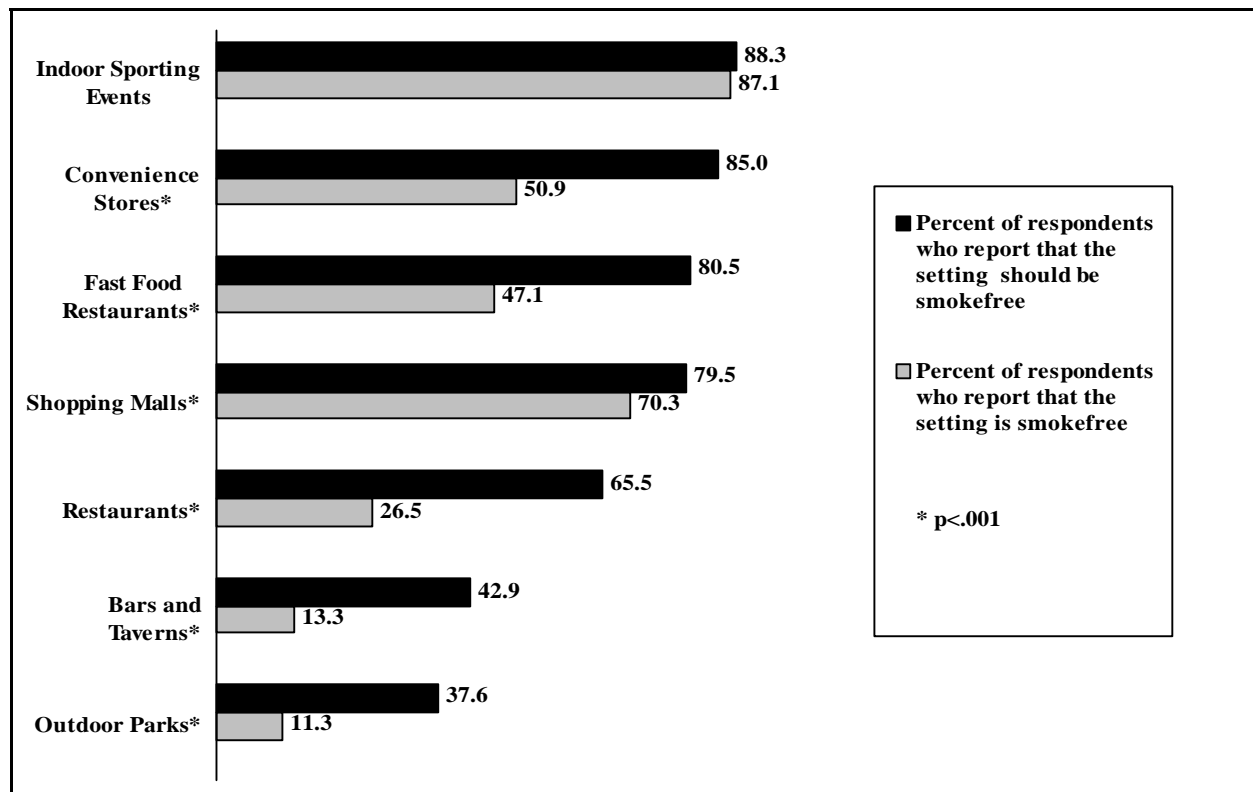
\* Indicates significant change from 2000 to 2002

\*\* 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.

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**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  | p     |
|----------------------------|-----------|------------|-------------|-------|
| 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 | p    |
|----------------------------|----------------------|------------------|-------------------------|------|
| 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.

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**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  | <i>p</i> |
|----------------------------|-----------|------------|-------------|----------|
| 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 | <i>p</i> |
|----------------------------|----------------------|------------------|-------------------------|----------|
| 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.

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**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.



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**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   | <i>p</i> |
|----------------------------|-------------|------|----------|
| 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?”

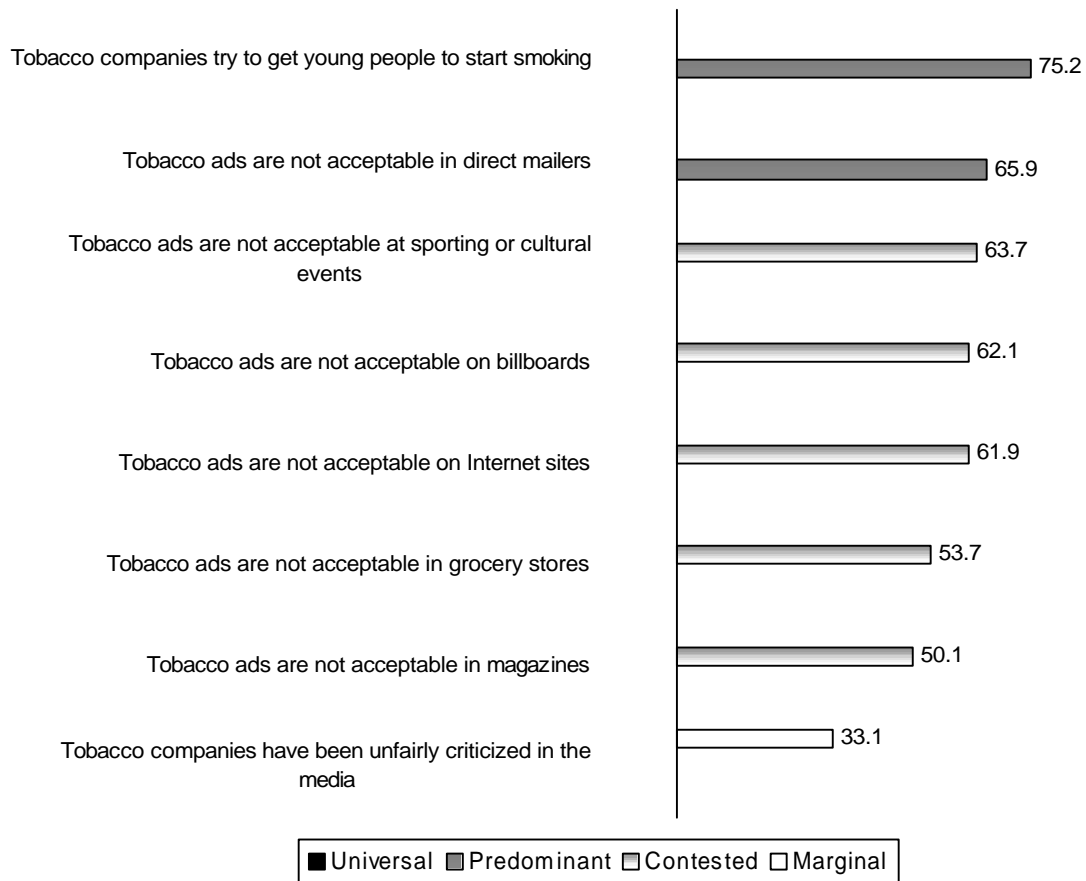
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

| Sample Characteristic      | Strongly agree | Agree | Disagree | Strongly disagree | <i>p</i> |
|----------------------------|----------------|-------|----------|-------------------|----------|
| 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.

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**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 | <i>p</i> |
|----------------------------|----------------|-------|----------|-------------------|----------|
| 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 | <i>p</i> |
|----------------------------|----------------|-------|----------|-------------------|----------|
| 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.

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**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.

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