

An Update from Mississippi Tobacco Data



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MISSISSIPPI STATE UNIVERSITY™
SOCIAL SCIENCE RESEARCH CENTER



State Rankings

- Current cigarette smoking among high school students (2019 YRBS): 17th at 6.6%
- Current cigarette smoking among adults (2020 BRFSS): 4th at 20.1%
- Per capita cigarette consumption (2020): 7th at 54.5
- State cigarette excise tax (2021): 39th at \$0.68
 - Average is \$1.91, highest is \$4.35
- Population covered by 100% smokefree laws: 35th at 31.3%

100% Smoke-free COMMUNITIES in Mississippi

UPDATED | APRIL 2021

There Are **174** Smoke-Free MUNICIPALITIES

* 141 OF WHICH HAVE ORDINANCES THAT INCLUDE RESTRICTIONS ON ELECTRONIC CIGARETTES

and (7) Smoke-Free Counties IN MISSISSIPPI

- Coahoma County
- Issaquena County
- Yalobusha County
- Quitman County
- Madison County
- Washington County
- Sharkey County

36%

of Mississippi's
Population
is Protected



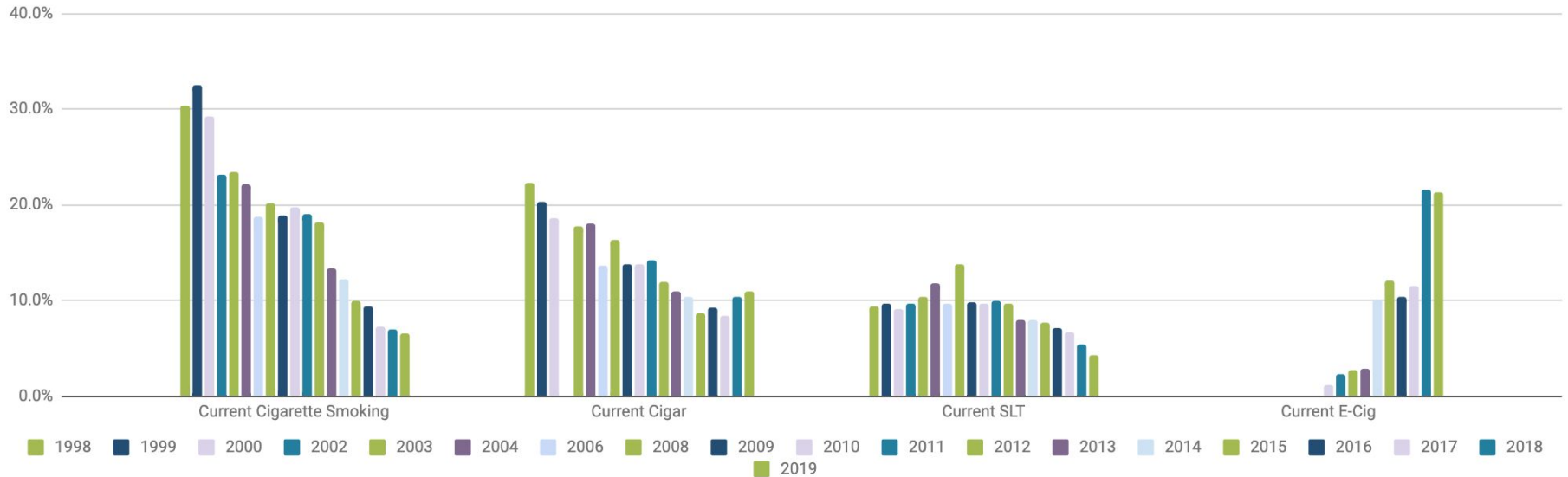
36% of the Mississippi population is protected by a comprehensive smoke-free ordinance

Partial Smoke-free COMMUNITIES in Mississippi

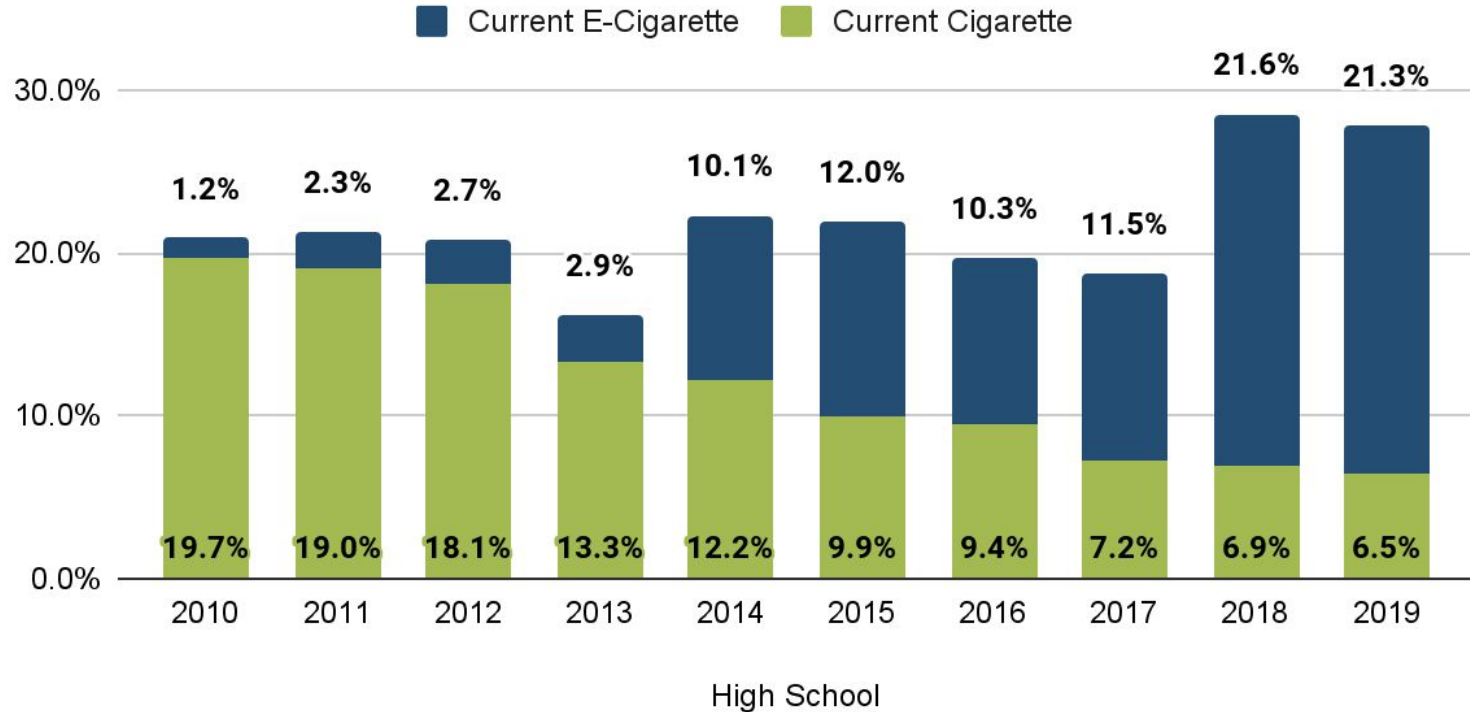
- August 6, 1996 | West
- October 2007 | Greenville
- November 15, 2007 | McComb
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- January 6, 2010 | Columbus
- June 2011 | Olive Branch
- November 19, 2013 | Magee
- July 3, 2014 | Gautier
- March 18, 2017 | Fulton
- January 19, 2019 | Hazlehurst

Youth Tobacco Use

High School Past 30-Day Use, 1998-2019



Past 30-Day Cigarette Smoking and E-Cigarettes Use, Mississippi Public High School Students



Youth Studies in FY2021

- Mississippi Youth Tobacco Survey
 - E-Cigarette and Tobacco Related Attitudes and Behaviors among Mississippi High School Students: Virtual Focus Groups (Alternative to 2020 YTS)

Focus Group Highlights

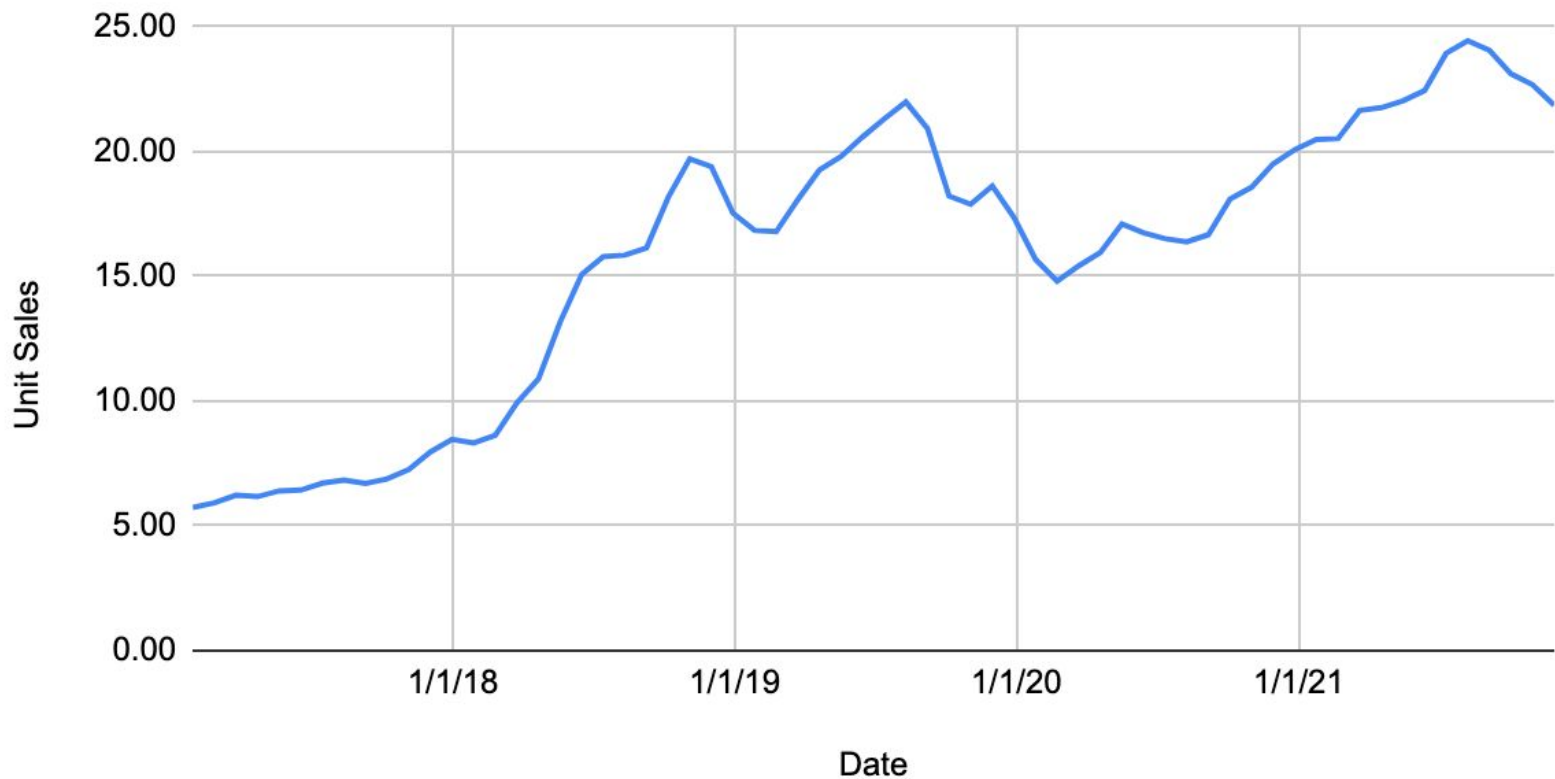
- First encounters with vaping occurs before receiving any anti-vaping education.
- Flavor preference may be age related.
- Getting vapes is extremely easy at any age.
- Student do not have CONFIDENTIAL resources to help them stop vaping.

E-CIGARETTES SEE SALES SPIKE DESPITE REGULATORY HURDLES

Product	Dollar Sales		Unit Sales	
	Current	1-Year % Change	Current	1-Year % Change
Electronic Smoking Devices	\$5.2 B	10.5%	399 M	17.7%

Source: IRI Market Advantage - TSV, Total U.S. Convenience data for the 52 weeks ending April 18, 2021

National E-Cigarette Unit Sales (in millions), 4 Week Estimates 1/2017 – 11/2021

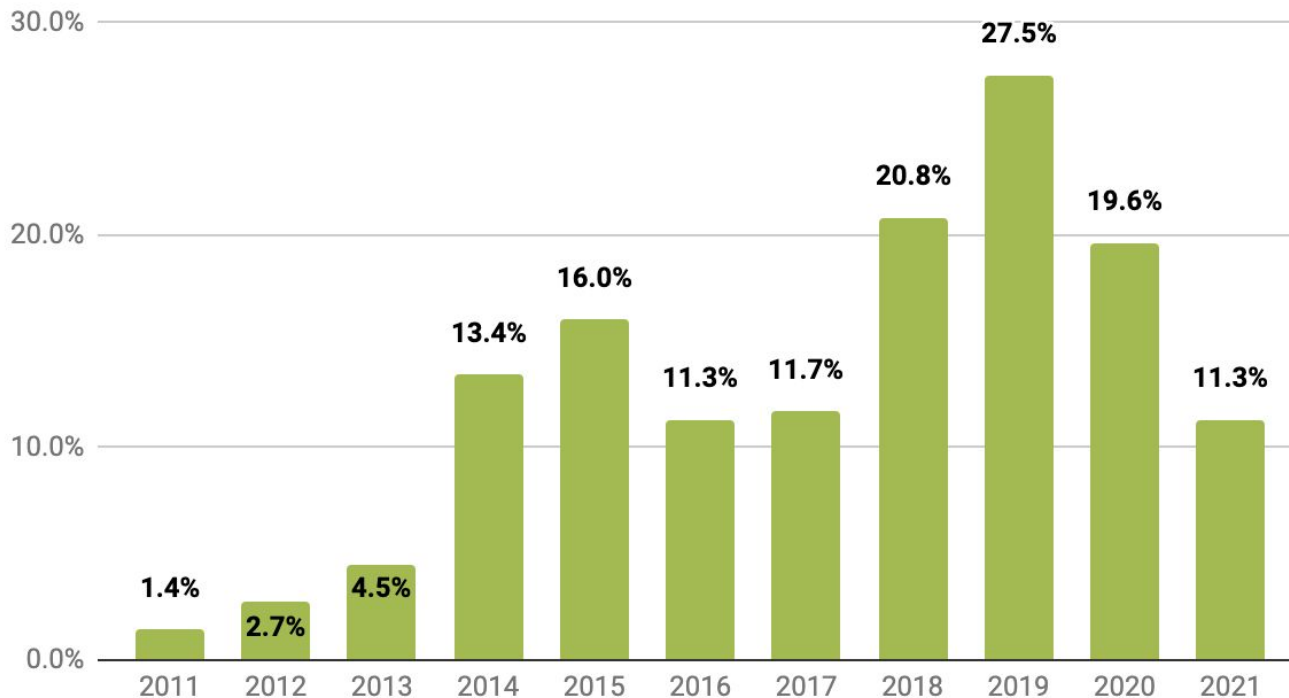


National Youth Tobacco Survey 2020, 2021

- 2020
 - Survey was ended 2 months early due to the Covid-19 pandemic
- 2021
 - Survey was conducted 100% online
 - Data can not be compared to prior years

National Youth Tobacco Survey (2021)

Past 30-Day E-Cigarette Use, U.S. High School Students, NYTS



Youth Studies in FY2022

- Mississippi Youth Tobacco Survey
 - Data are being processed by RTI

Mississippi State University, 2021

- Witnessed a violation of the local smoke-free ordinance: 12.1%
- Past 30-day vaping: 37.7%
- Past 30-day cigarette smoking: 17.4%
- Past 30-day smokeless tobacco use: 6.5%
- Current hookah: 2.0%

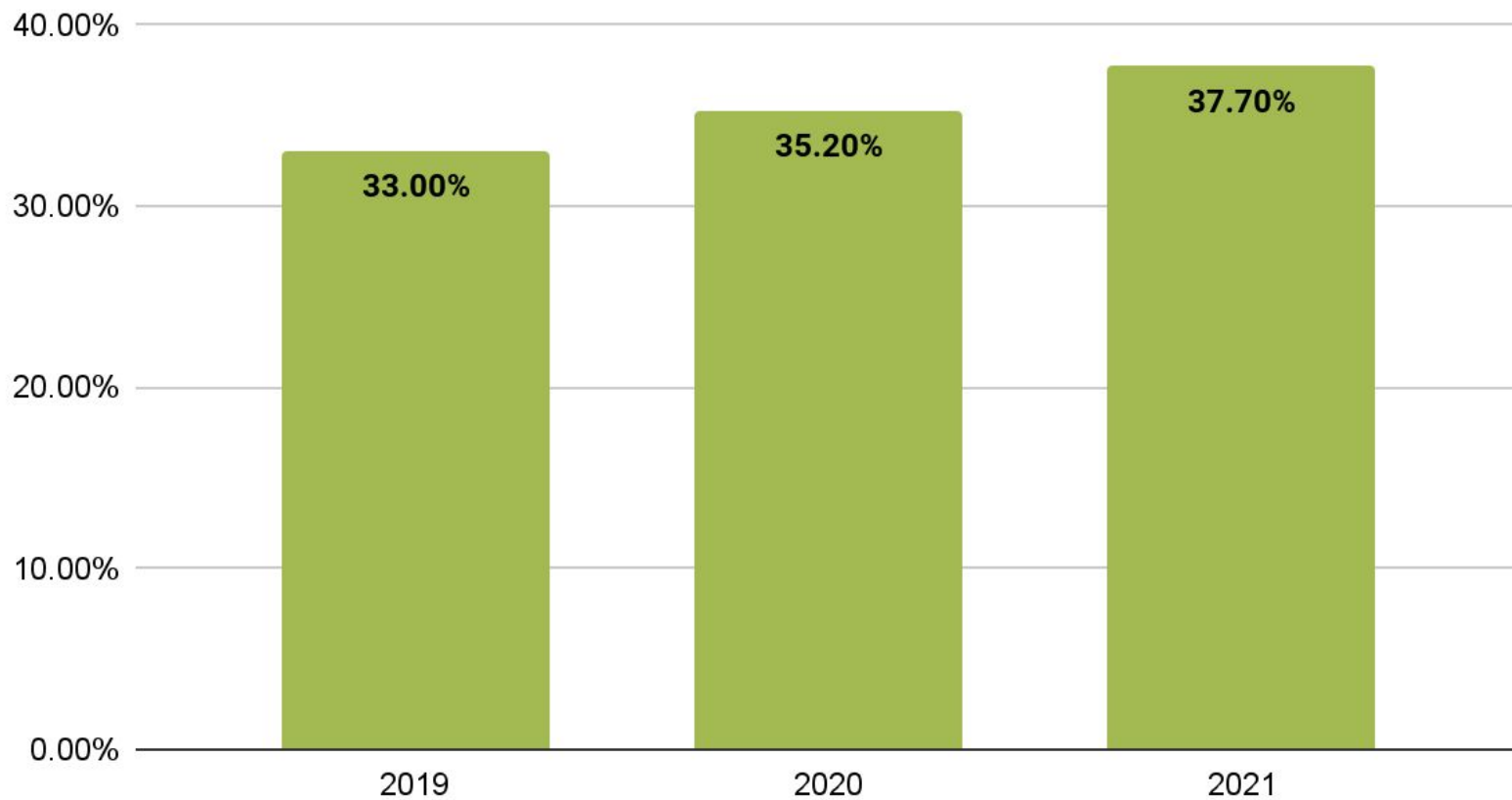
University of Mississippi, 2021

- Witnessed a violation of the local smoke-free ordinance: 16.8%
- Past 30-day vaping: 32.8%
- Past 30-day cigarette smoking: 17.8%
- Past 30-day smokeless tobacco use: 8.5%
- Current hookah: 4.1%

University of Southern Mississippi, 2021

- Witnessed a violation of the local smoke-free ordinance: 8.7%
- Past 30-day vaping: 23.5%
- Past 30-day cigarette smoking: 11.7%
- Past 30-day smokeless tobacco use: 3.6%
- Current hookah: 1.6%

Past 30-Day E-Cigarette Use (MSU)



Little Meaningful Federal or Mississippi Regulation on Vaping

- No federal or Mississippi “tobacco” tax on vaping
- No marketing restrictions
- No quality control oversight
- Flavored vaping products remain on the market



The New York Times

'It's Rampant': Disposable Flavor Pods Are the New Thing in Vaping

Thanks to a loophole in the F.D.A.'s new flavor ban, teenagers are switching from Juul to disposable e-cigarettes still available in flavors like Cherry Crush and Unicorn.

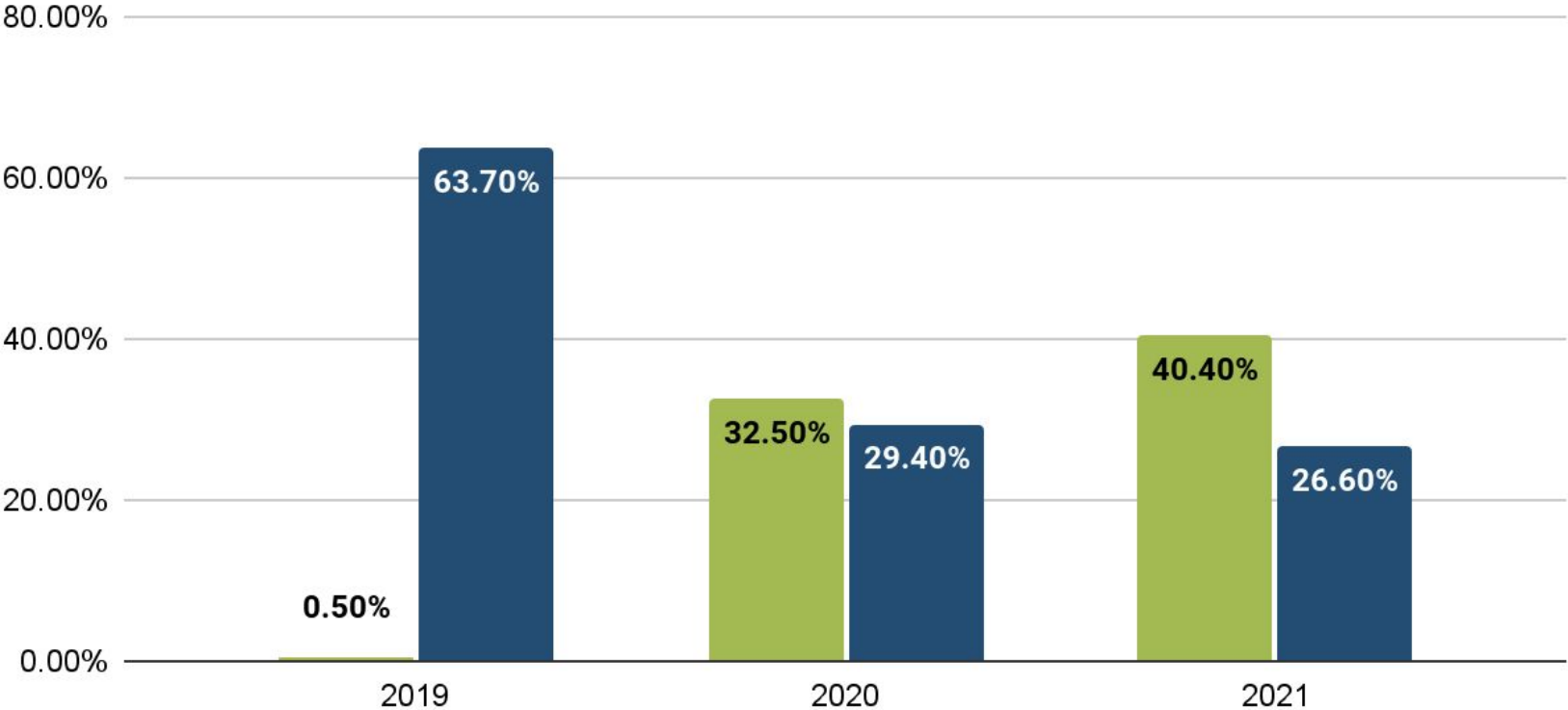


College Students Follow the Flavors, 2019-2021

- MSU
 - Disposable, .5% to 32.5% to 40.4%
 - Pod-based, 63.7% to 29.4% to 26.6%
- UMiss
 - Disposable, 0% to 51.8% to 51.2%
 - Pod-based, 78.5% to 29.2% to 30.7%
- USM
 - Disposable, 0% to 14.9% to 39.7%
 - Pod-based, 51.7% to 31.9% to 20.7%

E-Cigarette Preference among Past 30-Day E-Cigarette Users

■ Disposable E-Cigarettes ■ Pod-Based E-Cigarettes



National E-Cigarette Sales - Percent Disposable Devices

- 2019: 11.0%
- 2020: 24.4%
- 2021: 37.4%

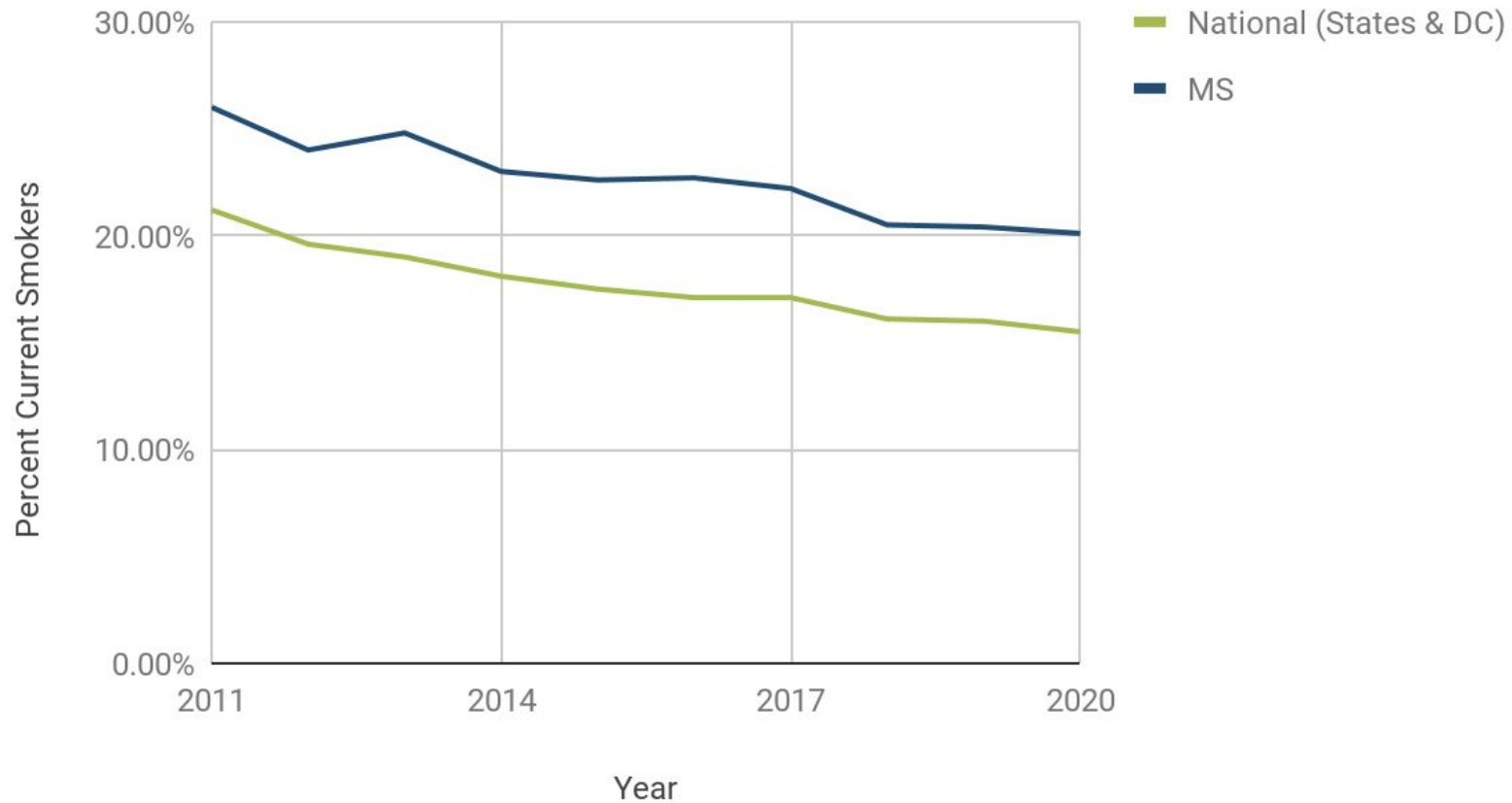
FDA Potential Action

- Robert Califf is the new Commissioner
- Premarket Tobacco Application
- Synthetic nicotine

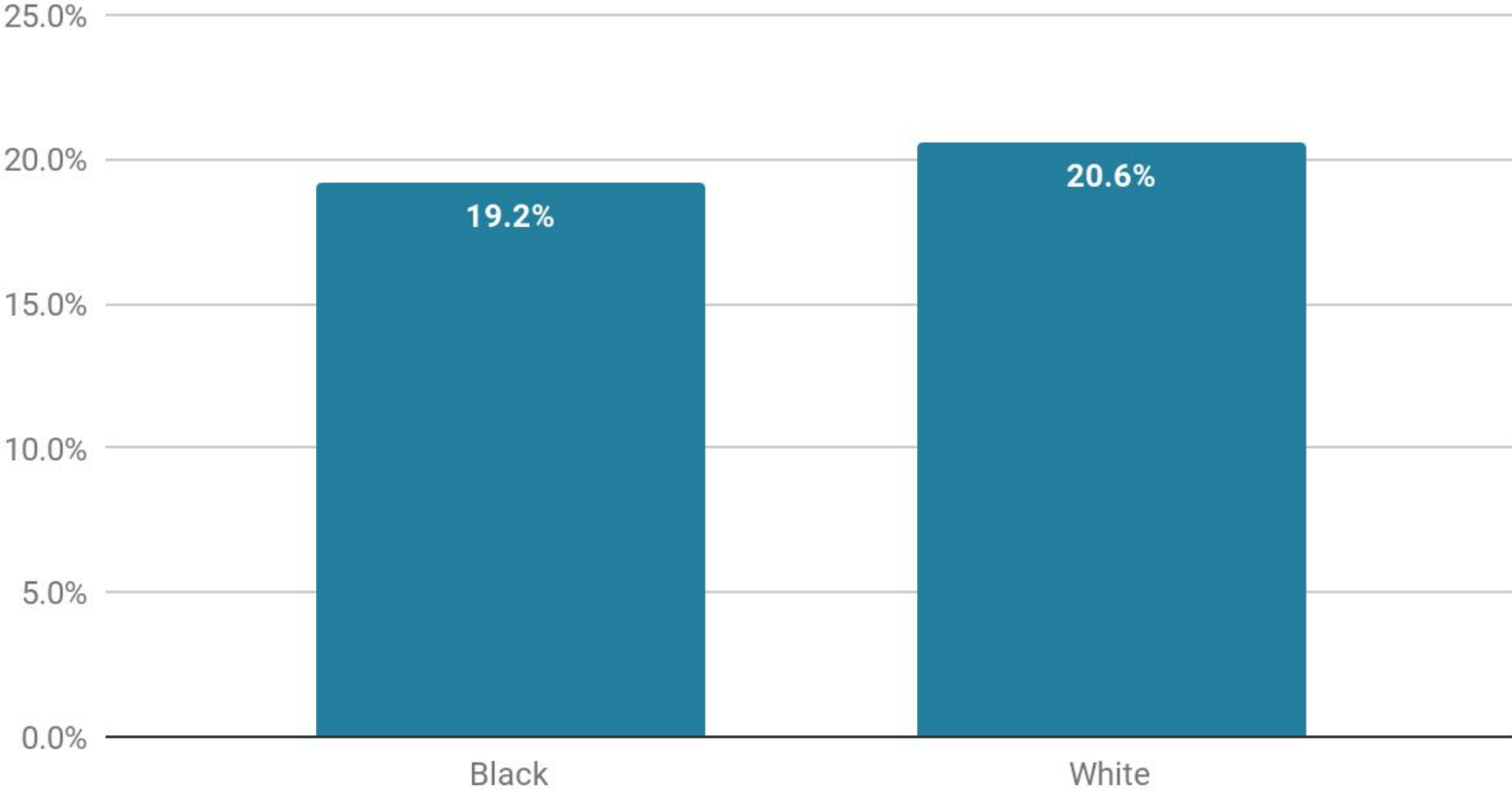
2020 BRFSS

- 20.1% of Mississippi adults are current smokers

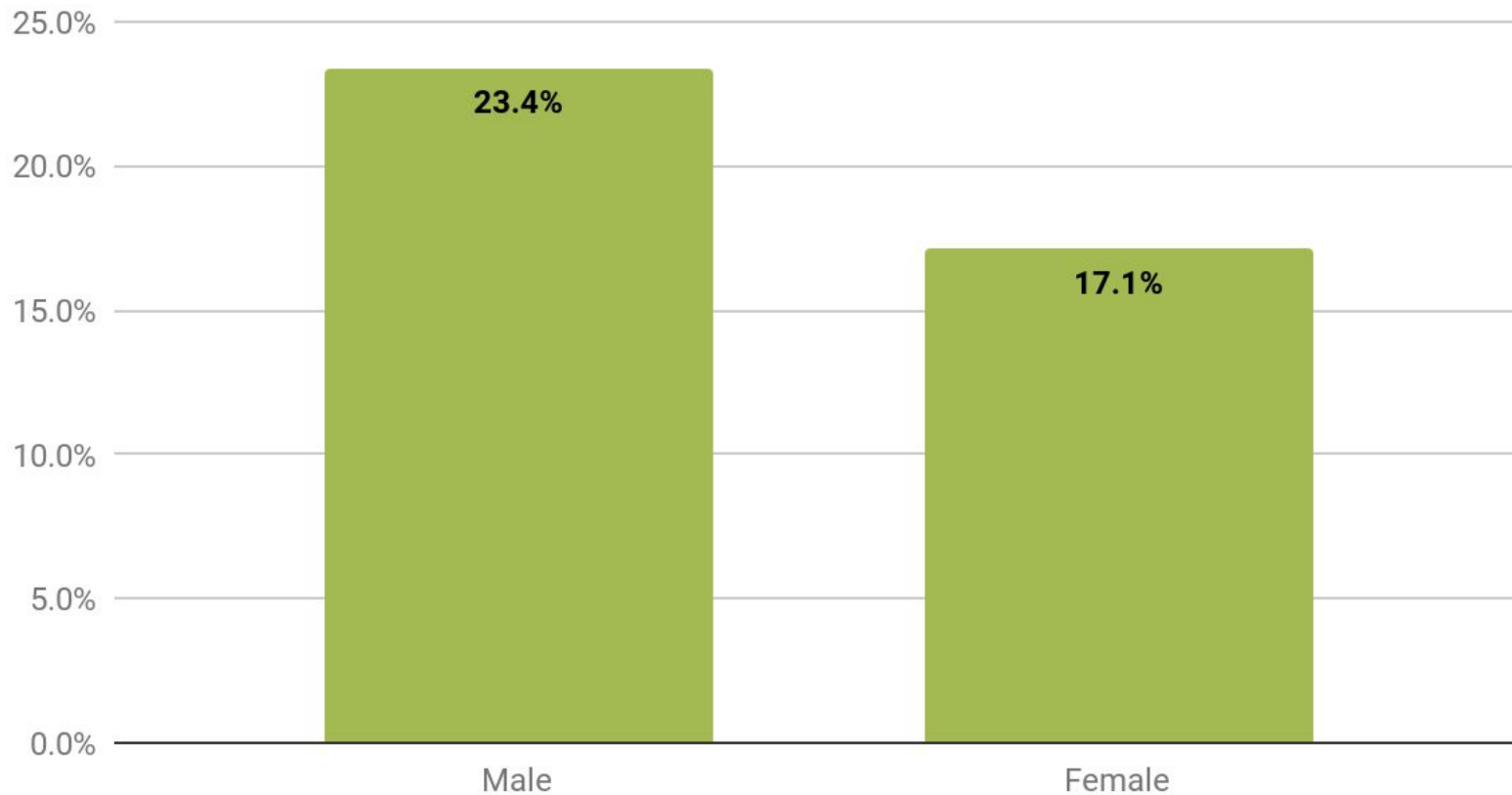
Current Cigarette Smoking - BRFSS US vs. MS



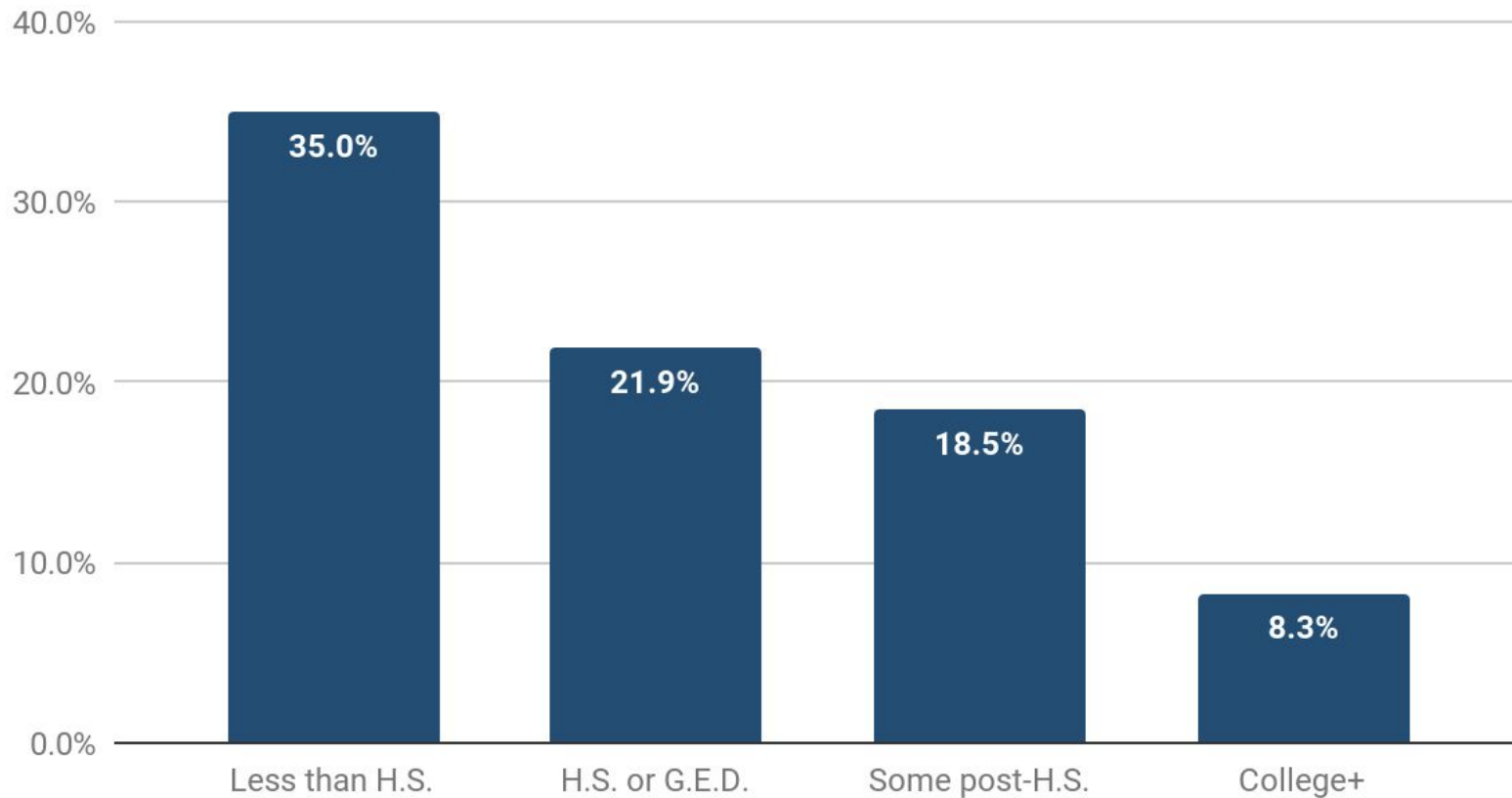
Current Smoking by Race - 2020



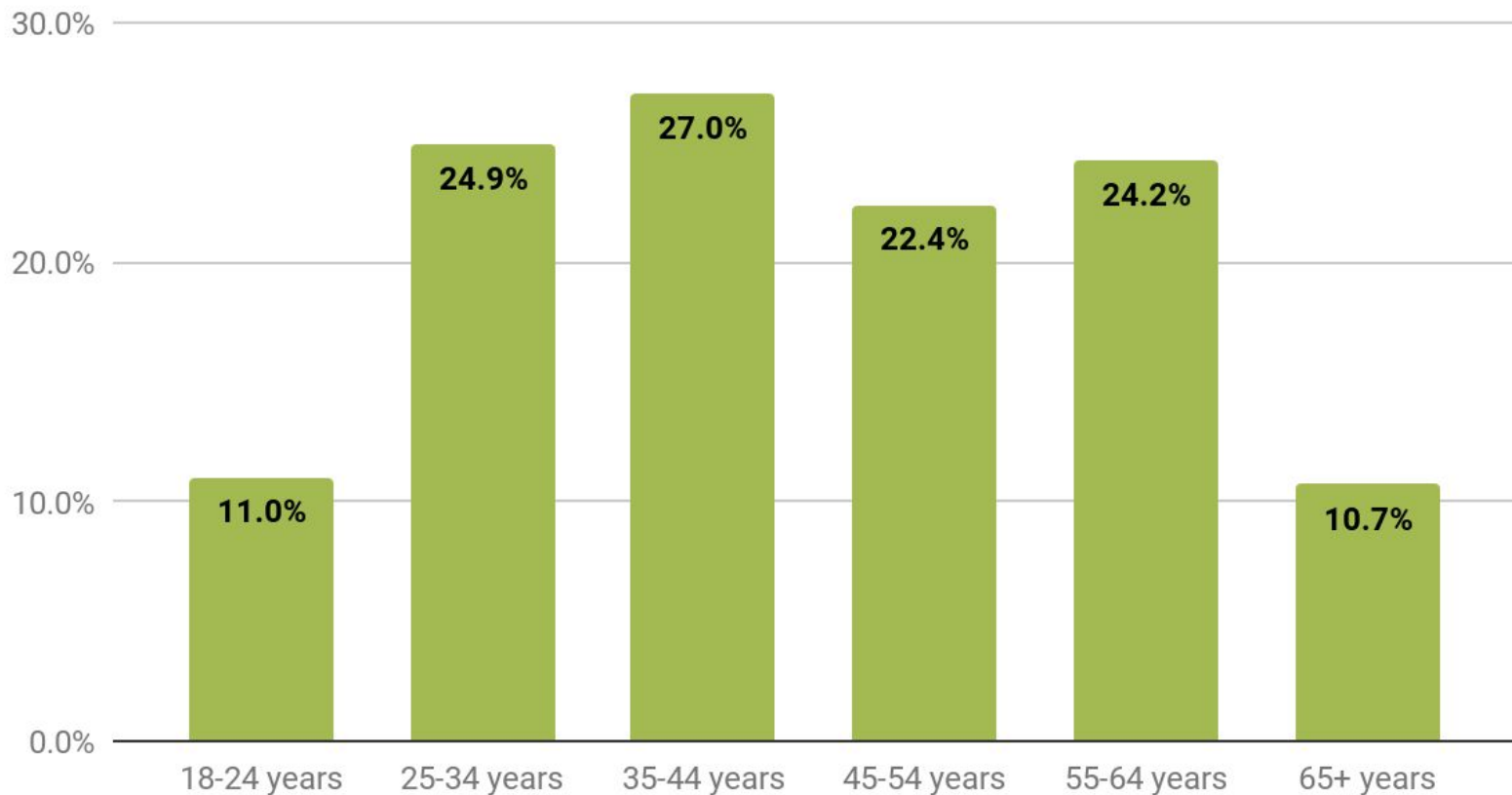
Current Smoking by Gender - 2020



Current Smoking by Education - 2020

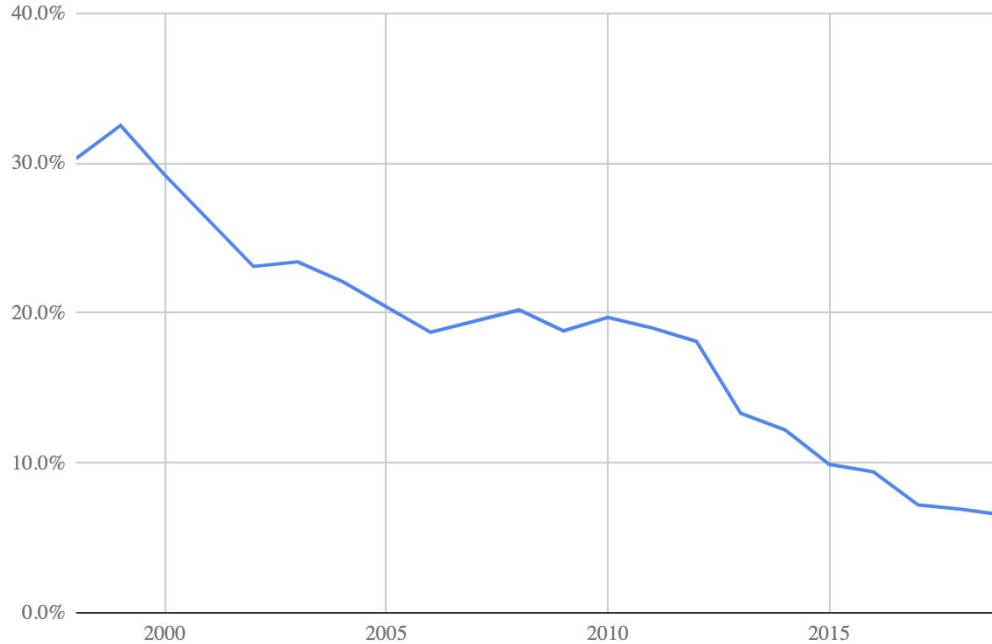


Current Smoking by Age - 2020



Youth Smoking Rates are Declining in Mississippi

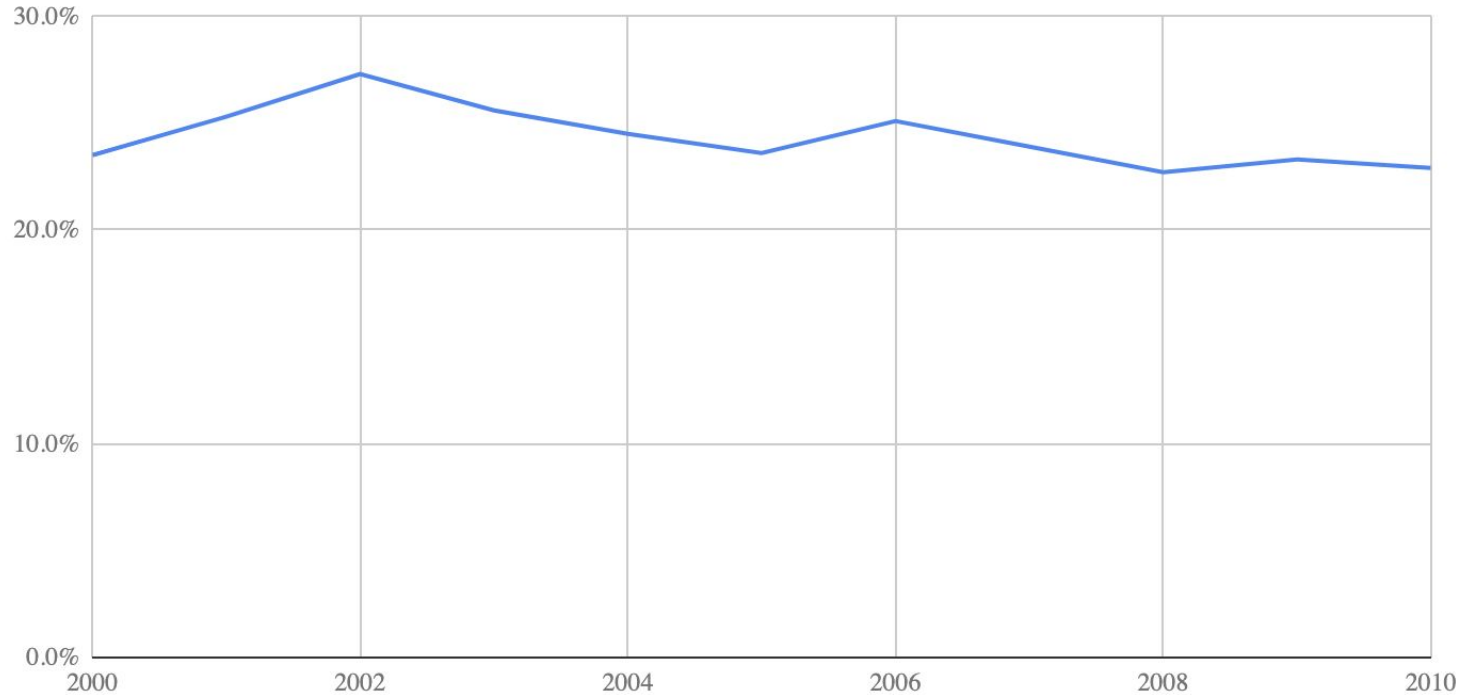
Current Cigarette Smoking among Mississippi High School Students, 1998-2019



Source: Mississippi Youth Tobacco Survey

But Adult Smoking Rates Remained Flat from 2000 to 2010

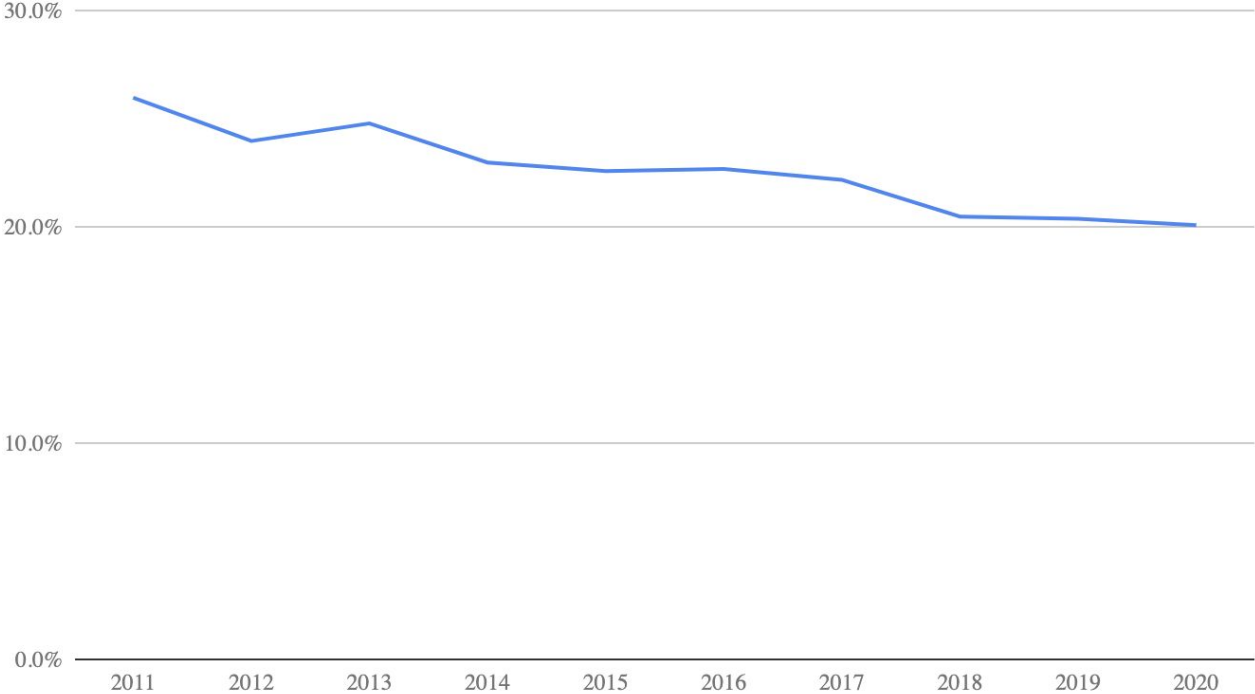
Current Cigarette Smoking among Mississippi Adults: 2000-2010



Source:

The Following Decade: Adult Smoking Rates Steadily Declined

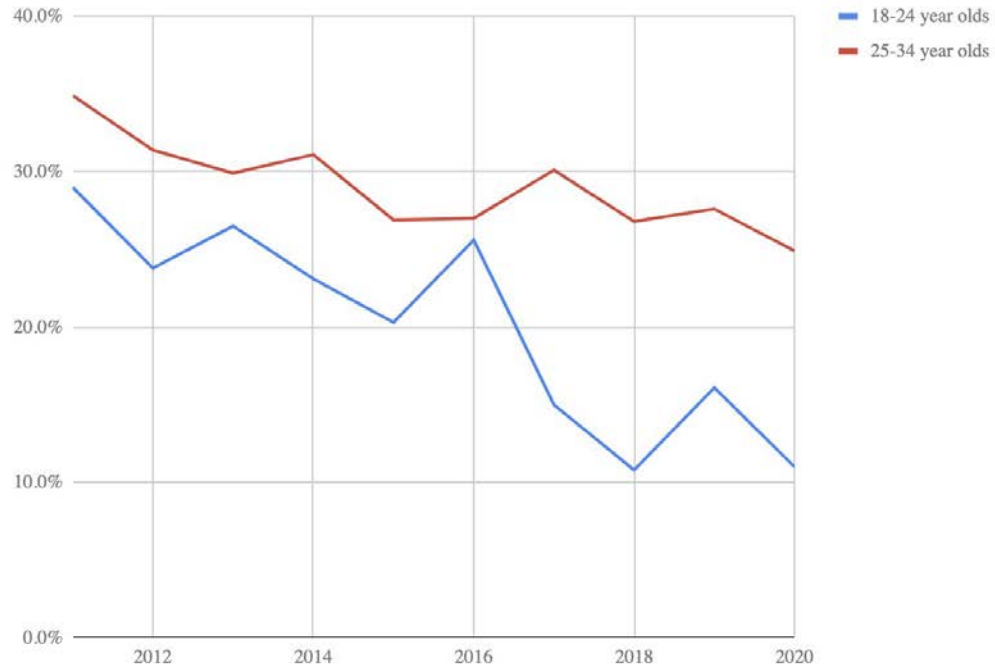
Current Cigarette Smoking among Mississippi Adults: 2011-2020



Source:

This Decrease is Driven by Younger Adults Who Grew Up with Our Statewide Tobacco Prevention and Control Programs

Current Cigarette Smoking Among Mississippi Adults, 18-24 & 25-34 Years of Age



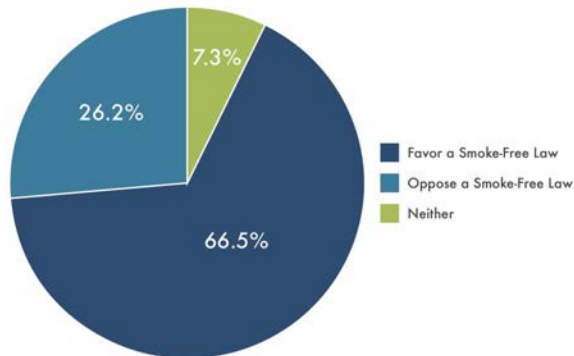
2020 Mississippi Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKEFREE AIR | JUNE 2021

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

- Two thirds of Mississippi adults (66.5%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, bars, and casinos.
- Only 26.2% of Mississippi adults oppose a state law.
- 37.7% of smokers support a state law.
- Republicans (69.9%) and Democrats (70.2%) are equally supportive of a state law.

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



2020
MS
SCS
-TC

Current Prevalence of Tobacco Products

2020 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL



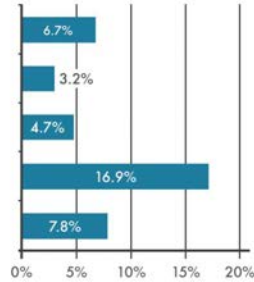
Have you chewed tobacco or used smokeless tobacco in the past 30 days?

Have you smoked large or premium cigars in the past 30 days?

Have you smoked little filtered cigars or a cigarillo in the past 30 days?

Current Cigarette Smoker

Past 30 Day Electronic Cigarette User



METHODS

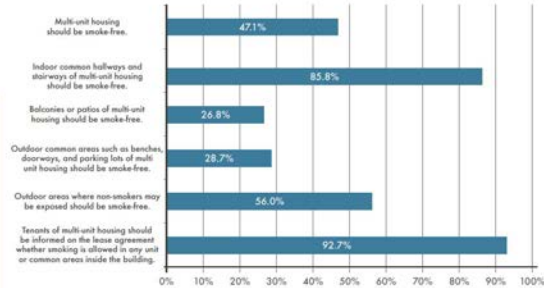
Random Digit Dialing (RDD) methods have been the most efficient and cost-effective means for administering surveys to a representative sample of adults for several decades. However, data from the National Health Interview Survey highlights the growing problem of wireless substitution of landline telephones for survey researchers. Approximately 62.5% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2021).

The 2020 Mississippi Social Climate Survey of Tobacco Control represents the civilian, non-institutionalized adult population over age 18. The overall sample (N = 1,508) was weighted by race, gender, and age based on the most current U.S. Census estimates. In order to provide a probability-based sample representative to all households in the state, we applied a dual-frame RDD sampling methodology. Both landline and cellular telephone numbers were used to contact eligible adults. Telephone numbers were dialed a maximum of eight (8) times before being retired.

Support for Smoke-Free Multi-Unit Housing

2020 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

Perceptions on Multi-Unit Housing



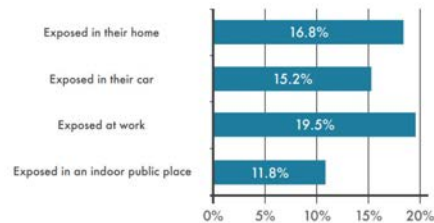
2020
MS
SCS
-TC

- The percentage of adults who believe that multi-unit housing should be smoke-free was significantly higher for females (50.7%) than for males (43.5%), $p < .01$. Adults under 65 years old were less likely than those 65 years and older to believe that multi-unit housing should be smoke-free.
- The percentage of adults who believe that indoor common hallways and stairways of multi-unit housing should be smoke-free was significantly higher for females (88.0%) than for males (83.6%), $p = .02$. Adults under 65 years old were less likely than those 65 years and older to believe that indoor common hallways and stairways of multi-unit housing should be smoke-free.
- The percentage of adults who believe that balconies or patios of multi-unit housing should be smoke-free was significantly higher for females (30.5%) than for males (22.6%), $p < .001$, and significantly higher for black adults (30.8%) than for white adults (24.5%), $p = .01$. Adults under 65 years old were less likely than those 65 years and older to believe that balconies or patios of multi-unit housing should be smoke-free.
- The percentage of adults who believe that outdoor common areas of multi-unit housing should be smoke-free was significantly higher for females (33.4%) than for males (23.6%), $p < .001$. Adults under 65 years old were less likely than those 65 years and older to believe that outdoor common areas of multi-unit housing should be smoke-free.
- The percentage of adults who believe that outdoor areas where non-smokers may be exposed should be smoke-free was significantly higher for females (62.1%) than for males (49.1%), $p < .001$, and significantly higher for black adults (66.9%) than for white adults (48.8%), $p < .001$. Adults under 65 years old were less likely than those 65 years and older to believe that outdoor areas where non smokers may be exposed should be smoke-free.
- The percentage of adults who believe that tenants should be informed on the lease agreement whether smoking is allowed in any unit or common areas inside the building was significantly higher for white adults (94.2%) than for black adults (90.4%), $p < .01$.

Secondhand Smoke

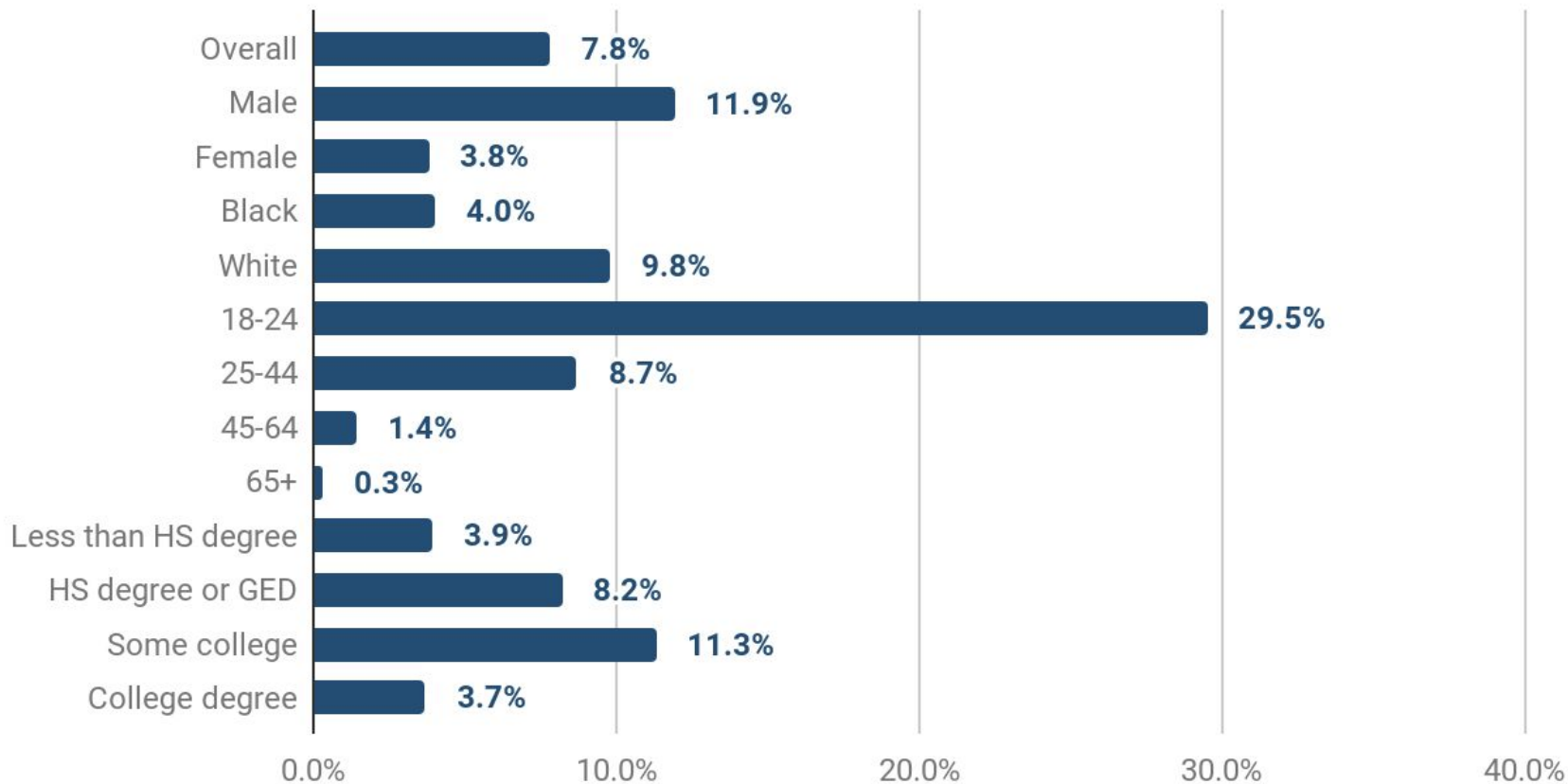
2020 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

Past Seven Day Exposure to Secondhand Smoke



- Adults under 65 years old were more likely than adults 65 years old and older to report being exposed to secondhand smoke in their home during the past 7 days.
- The percentage of adults who were exposed to secondhand smoke in their vehicle in the past 7 days was significantly higher for males (18.2%) than for females (12.6%), $p < .01$. Adults under 65 years old were more likely than adults 65 years old and older to report being exposed to secondhand smoke in their vehicle during the past 7 days.
- The percentage of adults who were exposed to secondhand smoke at work in the past 7 days was significantly higher for males (28.2%) than for females (12.2%), $p < .001$. Adults under 65 years old were more likely than adults 65 years old and older to report being exposed to secondhand smoke at work during the past 7 days.
- Adults under 65 years old were more likely than adults 65 years old and older to report being exposed to secondhand smoke in an indoor public place during the past 7 days.

2020 Current E-Cigarette Use (MS Adults)



For More Information

Visit mstobaccodata.org