# An Update from Mississippi Tobacco Data

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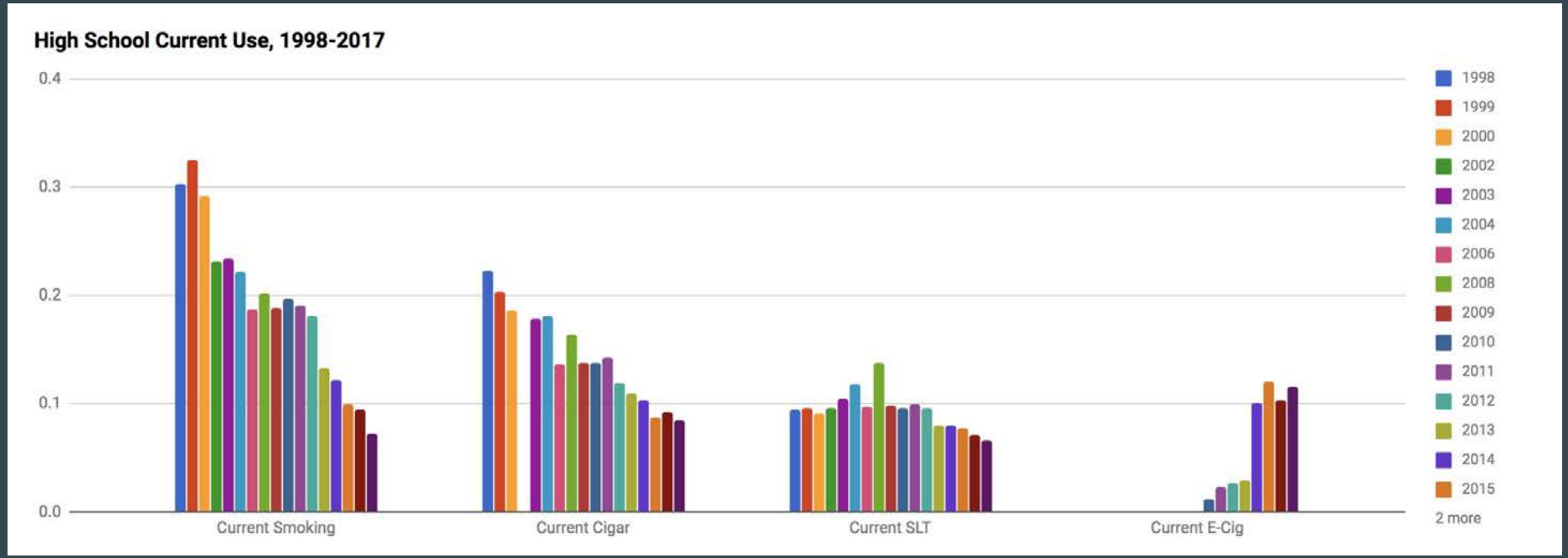
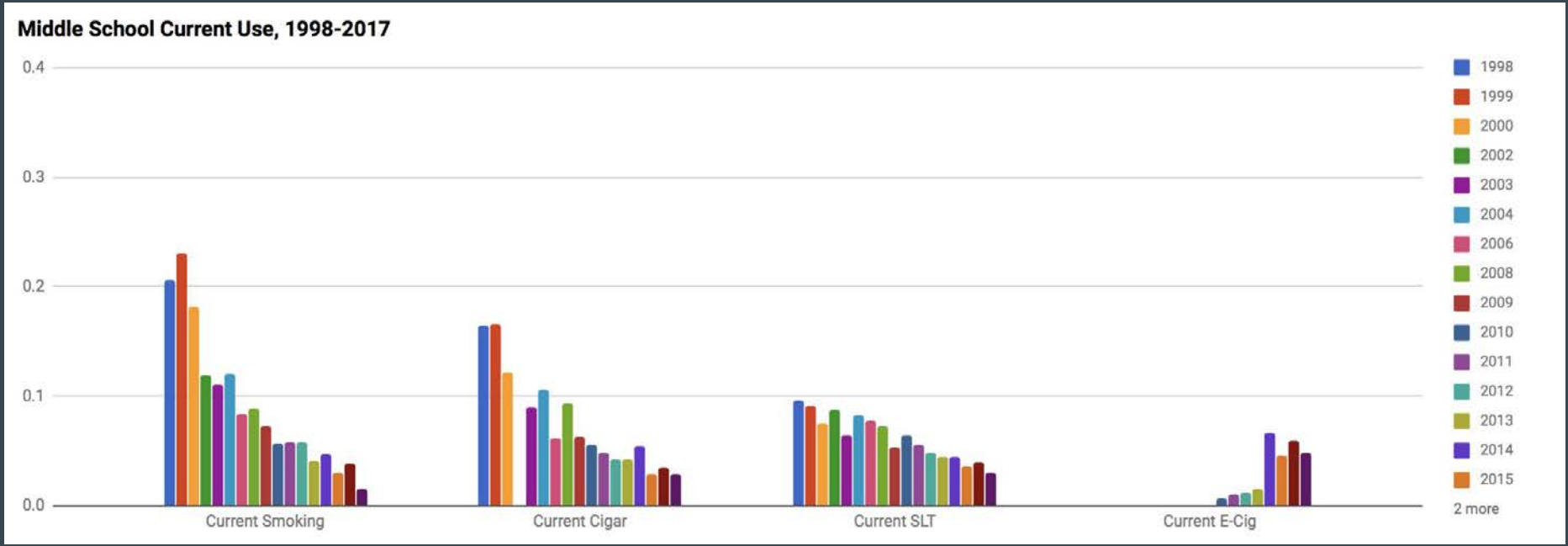
Emily McClelland, M.S.
May 9, 2018


High School Current Use, 1998-2017
0.4
0.3
0.2
0.1
0.0
Current Smoking
Current Cigar
Current SLT
Current E-Cig
1998
1999
2000
2002
2003
2004
2006
2008
2009
2010
2011
2012
2013
2014
2015
2 more


Middle School Current Use, 1998-2017
0.4
0.3
0.2
0.1
0.0
Current Smoking
Current Cigar
Current SLT
Current E-Cig
1998
1999
2000
2002
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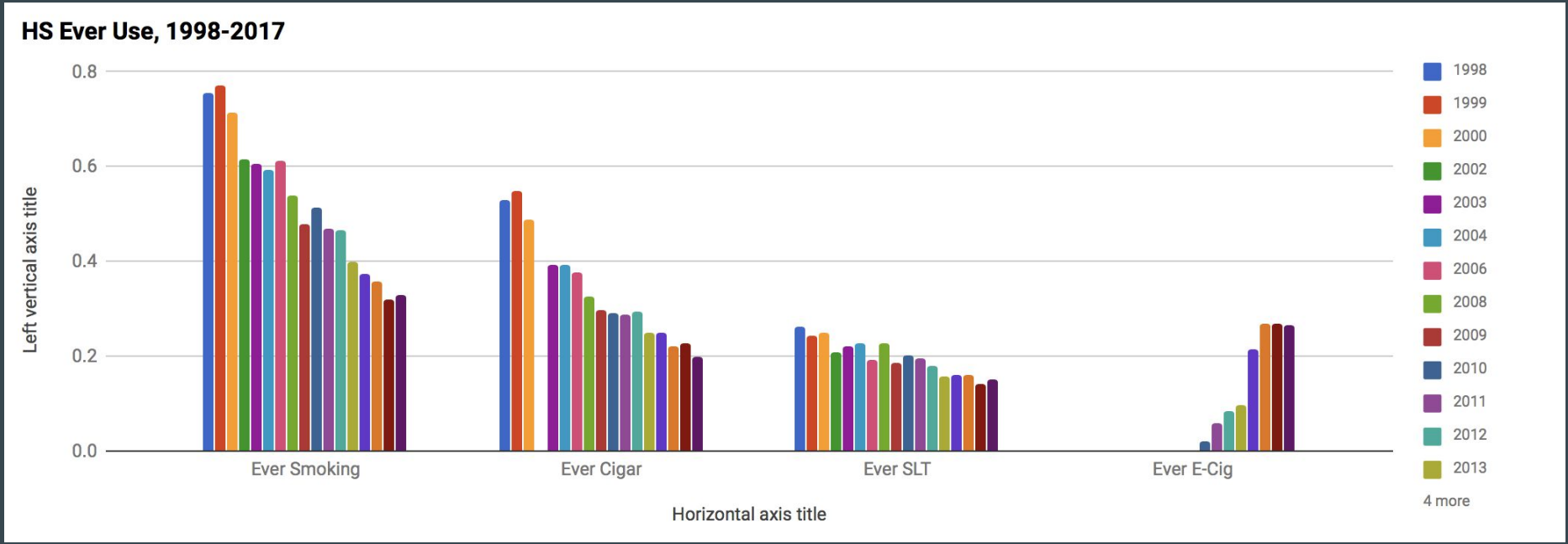
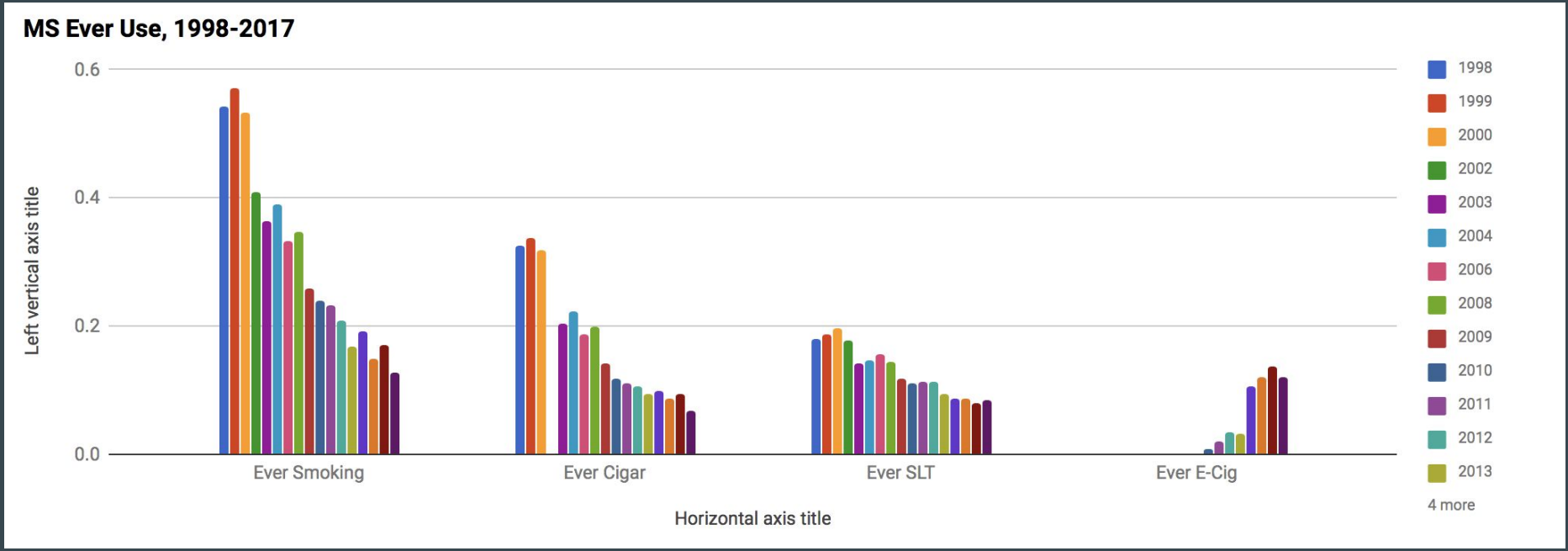
2013
2014
2015
2 more


HS Ever Use, 1998-2017
0.8
0.6
0.4
0.2
0.0
Left vertical axis title
Ever Smoking
Ever Cigar
Ever SLT
Ever E-Cig
Horizontal axis title
1998
1999
2000
2002
2003
2004
2006
2008
2009
2010
2011
2012
2013
4 more


MS Ever Use, 1998-2017
0.6
0.4
0.2
0.0
Left vertical axis title
Ever Smoking
Ever Cigar
Ever SLT
Ever E-Cig
Horizontal axis title
1998
1999
2000
2002
2003
2004
2006
2008
2009
2010
2011
2012
2013
4 more

| High School Current Smoking by Demographic | | |
|---|---|---|
| | 1998 | 2017 |
| **Overall** | **30.3%** | **7.2%** |
| **Female** | 27.1% | 6.2% |
| **Male** | 33.9% | 8.2% |
| **White** | 43.8% | 12.4% |
| **Black** | 14.2% | 2.0% |
| **9th** | 27.6% | 3.3% |
| **10th** | 31.4% | 6.3% |
| **11th** | 33.5% | 8.0% |
| **12th** | 29.4% | 11.7% |

| Middle School Current Smoking by Demographic | | |
|---|---|---|
| | 1998 | 2017 |
| **Overall** | **20.6%** | **1.5%** |
| **Female** | 18.2% | 1.1% |
| **Male** | 23.0% | 1.8% |
| **White** | 22.8% | 2.2% |
| **Black** | 17.6% | 0.7% |
| **6th** | 11.9% | 1.0% |
| **7th** | 21.8% | 1.3% |
| **8th** | 25.8% | 2.1% |

| High School Current Cigar Smoking by Demographic | | |
|---|---|---|
| | 1998 | 2017 |
| **Overall** | **22.3%** | **8.4%** |
| **Female** | 13.8% | 7.5% |
| **Male** | 31.1% | 9.3% |
| **White** | 23.5% | 9.4% |
| **Black** | 20.1% | 6.8% |
| **9th** | 18.9% | 5.7% |
| **10th** | 24.7% | 6.9% |
| **11th** | 23.8% | 8.1% |
| **12th** | 22.0% | 13.3% |

| Middle School Current Cigar Smoking by Demographic | | |
|---|---|---|
| | 1998 | 2017 |
| **Overall** | **16.4%** | **2.9%** |
| **Female** | 12.3% | 2.4% |
| **Male** | 20.4% | 3.5% |
| **White** | 12.3% | 3.1% |
| **Black** | 19.9% | 2.5% |
| **6th** | 7.9% | 1.0% |
| **7th** | 17.1% | 2.7% |
| **8th** | 21.2% | 5.0% |

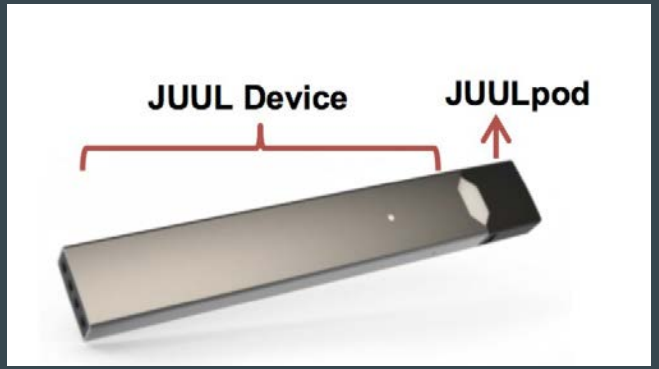
| High School Current SLT Use by Demographic | | |
|---|---|---|
| | **1998** | **2017** |
| **Overall** | **9.4%** | **6.6%** |
| **Female** | 1.3% | 3.1% |
| **Male** | 18.1% | 10.2% |
| **White** | 16.0% | 10.1% |
| **Black** | 1.5% | 3.1% |
| **9th** | 9.1% | 5.5% |
| **10th** | 11.7% | 6.4% |
| **11th** | 6.8% | 5.7% |
| **12th** | 8.6% | 8.9% |

| Middle School Current SLT Use by Demographic | | |
|---|---|---|
| | 1998 | 2017 |
| **Overall** | **9.6%** | **3.0%** |
| **Female** | 4.2% | 1.5% |
| **Male** | 14.8% | 4.6% |
| **White** | 12.7% | 4.9% |
| **Black** | 4.8% | 1.4% |
| **6th** | 6.5% | 1.4% |
| **7th** | 8.7% | 2.3% |
| **8th** | 12.0% | 5.5% |

| High School Current E-Cigarette Use by Demographic | | |
|---|---|---|
| | 2010 | 2017 |
| **Overall** | **1.2%** | **11.5%** |
| **Female** | 1.1% | 10.0% |
| **Male** | 1.3% | 13.3% |
| **White** | 1.8% | 16.7% |
| **Black** | 0.6% | 6.4% |
| **9th** | 1.2% | 9.0% |
| **10th** | 0.9% | 11.7% |
| **11th** | 0.3% | 10.5% |
| **12th** | 2.5% | 15.2% |

| Middle School Current E-Cigarette Use by Demographic | | |
|---|---|---|
| | 2010 | 2017 |
| **Overall** | **0.6%** | **4.8%** |
| **Female** | 0.5% | 4.6% |
| **Male** | 0.8% | 5.1% |
| **White** | 1.1% | 6.5% |
| **Black** | 0.3% | 2.8% |
| **6th** | 0.7% | 2.2% |
| **7th** | 0.3% | 4.4% |
| **8th** | 1.0% | 8.0% |

# JUULS - iPhone of E-Cigarettes




- Stealth vaping
- 1 JUUL pod = 59 mg/ml
  - Equivalent to a pack of cigarettes or 200 puffs
  - Extremely high in nicotine; strong for even the most experienced cigarette smoker
  - Higher addiction potential than other vaping devices
  - ALL JUULPODS CONTAIN NICOTINE

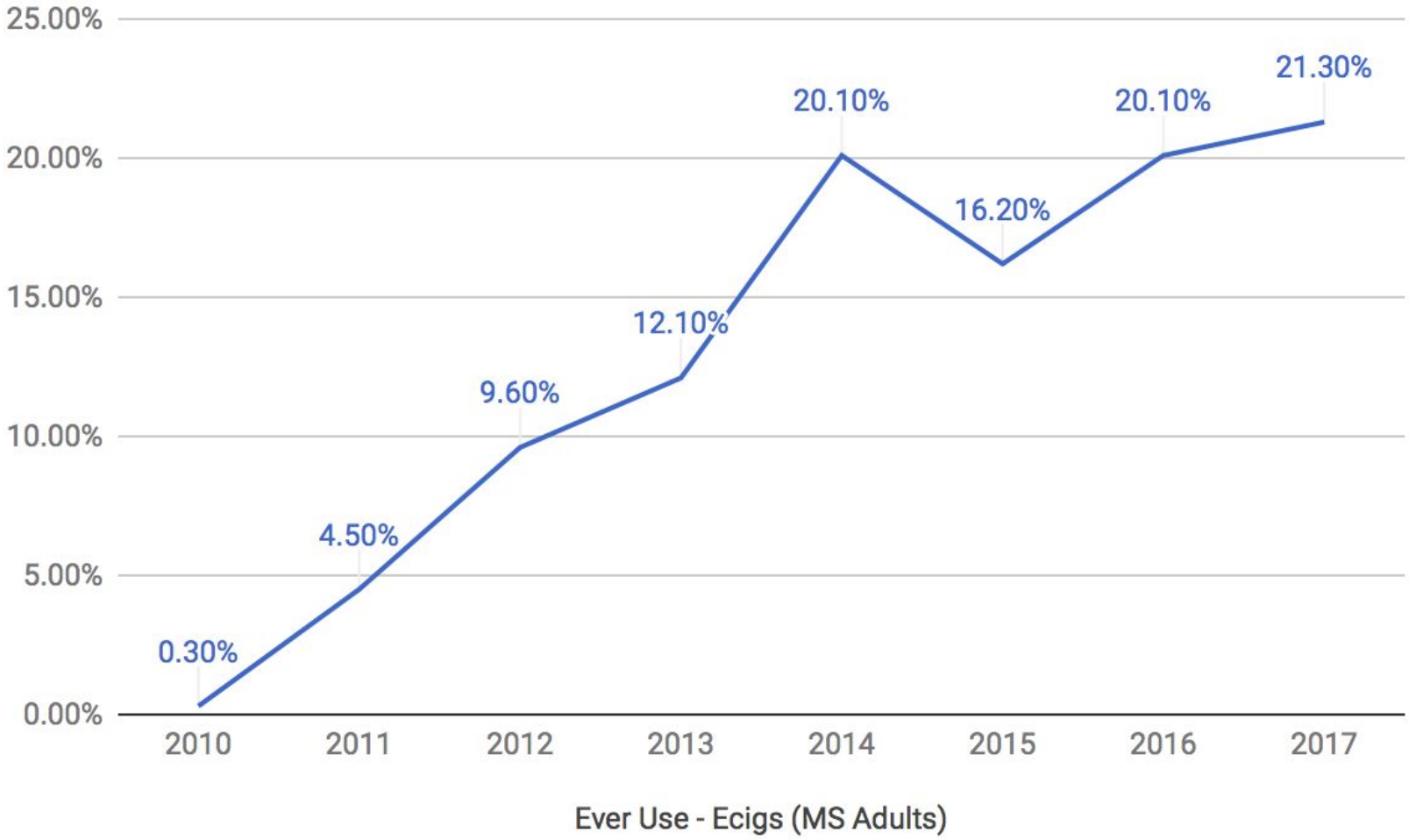
JUUL
AVAILABLE
NOW

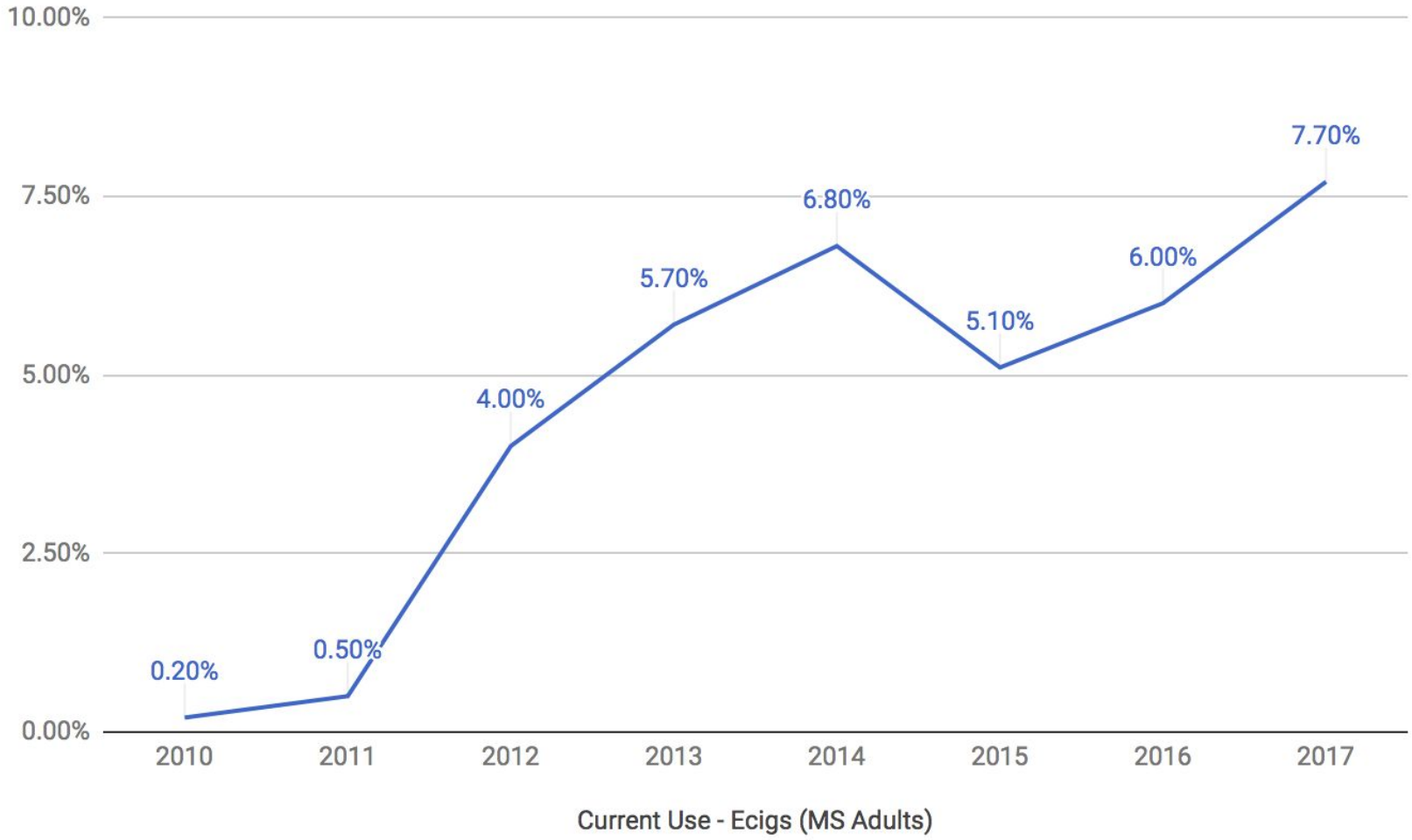
Saving is EASY!
CIRCLE K
THE CIRCLE K APP
NOW AVAILABLE
Download Today For a Free Polar Pop
• Great Deals
• Exclusive Offers
• Find Stores
miles
Takes you further
miles
CASH CARD
SEE INSIDE FOR DETAILS
SAVE
6¢
PER GALLON
EVERY DAY
JUUL
AVAILABLE
NOW
JUUL

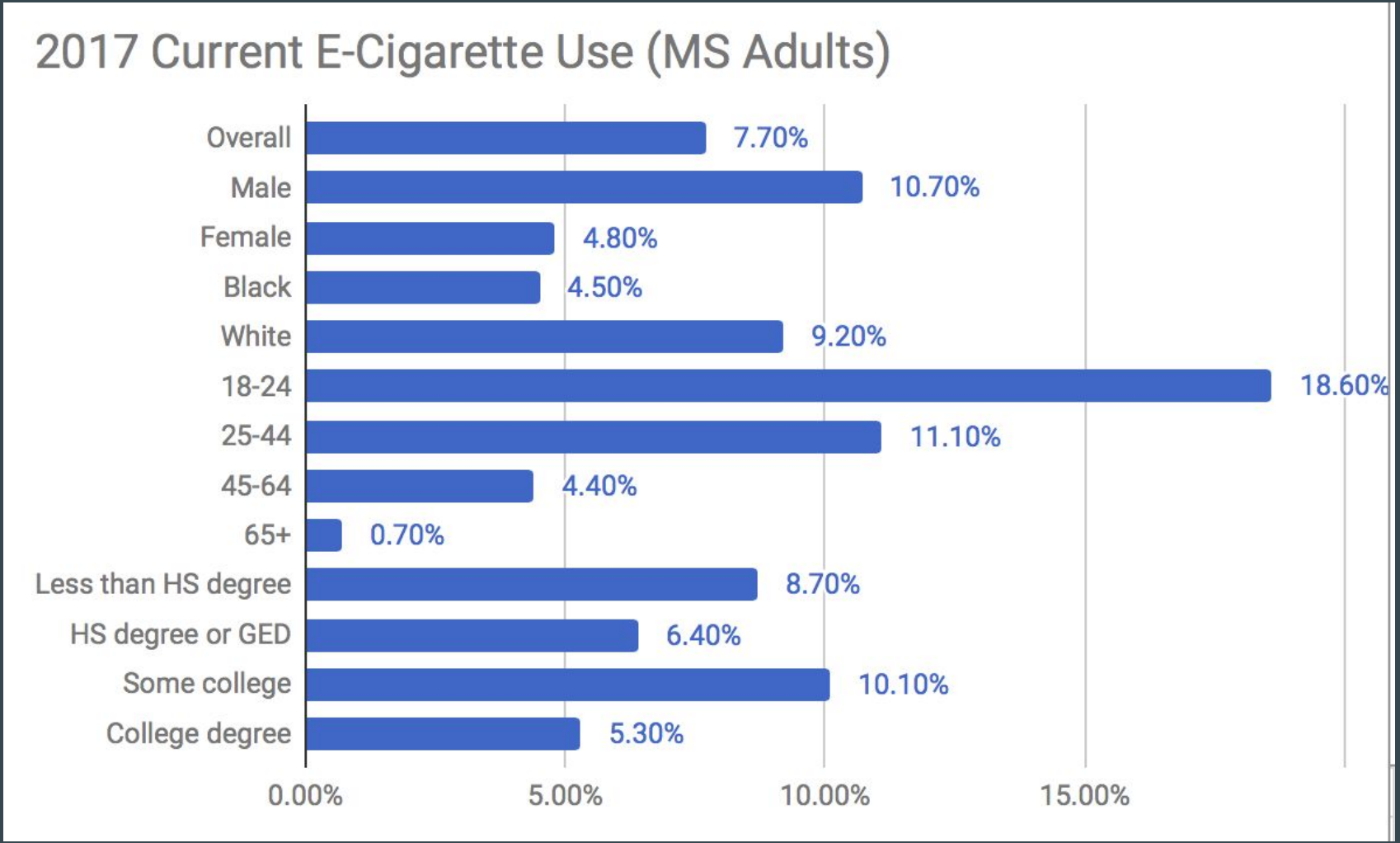
# Any Tobacco Product Current Use

- Youth: 2017 Mississippi Youth Tobacco Survey
  - High School = 25.4%
  - Middle School = 12.1%

- Adults: 2017 Mississippi Social Climate Survey of Tobacco Control
  - Current Any Tobacco Use = 25.5%

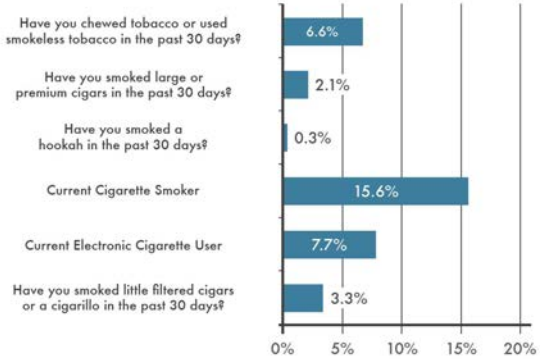

25.00%
20.00%
15.00%
10.00%
5.00%
0.00%
0.30%
4.50%
9.60%
12.10%
20.10%
16.20%
20.10%
21.30%
2010
2011
2012
2013
2014
2015
2016
2017
Ever Use - Ecigs (MS Adults)


10.00%
7.50%
5.00%
2.50%
0.00%
0.20%
0.50%
4.00%
5.70%
6.80%
5.10%
6.00%
7.70%
2010
2011
2012
2013
2014
2015
2016
2017
Current Use - Ecigs (MS Adults)


2017 Current E-Cigarette Use (MS Adults)
Overall
7.70%
Male
10.70%
Female
4.80%
Black
4.50%
White
9.20%
18-24
18.60%
25-44
11.10%
45-64
4.40%
65+
0.70%
Less than HS degree
8.70%
HS degree or GED
6.40%
Some college
10.10%
College degree
5.30%
0.00%
5.00%
10.00%
15.00%

# Current Prevalence of Tobacco Products

2017 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL




## 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 52.5% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2017).

The 2017 Mississippi Social Climate Survey of Tobacco Control represents the civilian, non-institutionalized adult population over age 18. The overall sample (N = 1,516) 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.

# 2017 Mississippi Social Climate Survey of Tobacco Control

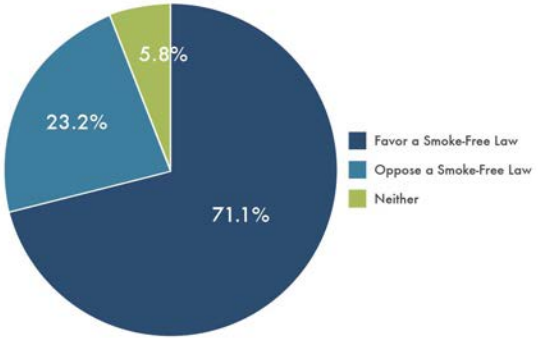
SUPPORT FOR SMOKEFREE AIR | MAY 2018

2017 MS SCS -TC

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

- Almost three-quarters of Mississippi adults (71.1%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, bars, and casinos.
  - Only 23.2% of Mississippi adults oppose a state law.
  - 37.8% of smokers support a state law compared to 52.0% who are opposed.
  - Republicans (71.9%) and Democrats (75.4%) 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?

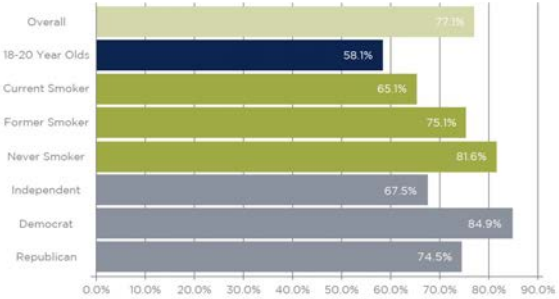


# Raising the age of sale for tobacco to 21 in mississippi

**77%** of Mississippi Adults **support this policy**

Cities and states across the United States have raised or are considering raising the age of purchase for tobacco to 21.

## Public *Support* among MS Adults {for *Raising Age of Purchase* to 21}




*This study demonstrates broad public support for raising the sales age of tobacco to 21 among Mississippi adults.*

*This policy **decreases teen tobacco use** by making it harder to get tobacco products for minors.*

***Raising the age of purchase is effective** because it puts legal purchasers outside high school students' social networks.*

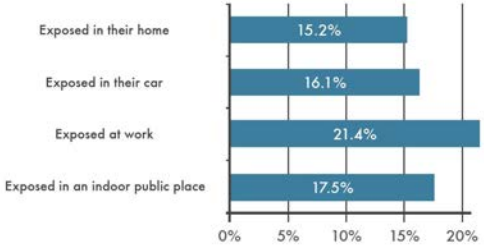
2018 • mississippi tobacco data

# Secondhand Smoke

2017 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

2017 MS SCS -TC

*Past Seven Day Exposure to Secondhand Smoke*



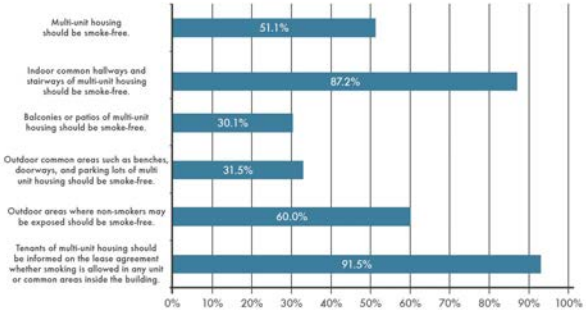

- Adults age 25-44 were 2.4 times as likely and adults age 45-64 were 2.0 times as likely as adults age 65 and older to be exposed to secondhand smoke in their home, $p < .05$.
- Adults age 18-24 were 3.0 times as likely, adults age 25-44 were 5.2 times as likely, and adults age 45-64 were 3.7 times as likely as adults age 65 and older to be exposed to secondhand smoke in their vehicle, $p < .05$.
- The percentage of adults who were exposed to secondhand smoke at work in the past 7 days was significantly higher for males (28.4%) than for females (15.1%), $p < .001$. Adults age 18-24 were 9.1 times as likely, adults age 25-44 were 14.7 times as likely, and adults age 45-64 were 5.9 times as likely as adults age 65 and older to be exposed to secondhand smoke at their work, $p < .001$.
- The percentage of adults who were exposed to secondhand smoke in an indoor public place during the past 7 days was significantly higher for males (19.4%) than for females (15.6%), $p = .05$, and significantly higher for black adults (21.4%) than for white adults (15.3%), $p < .01$. Adults age 18-24 were 2.2 times as likely and adults age 25-44 were 1.6 times as likely as adults age 65 and older to be exposed to secondhand smoke in an indoor public place, $p < .05$.

# Support for Smoke-Free Multi-Unit Housing

2017 MISSISSIPPI SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

2017 MS SCS-TC

## *Perceptions on Multi-Unit Housing*




- The percentage of adults who believe that multi-unit housing should be smoke-free was significantly higher for females (57.2%) than for males (44.3%) $p < .001$, and significantly higher for black adults (57.7%) than for white adults (47.0%), $p < .001$. Adults age 25-44 were 0.7 times less likely and adults age 45-64 were 0.5 times less likely than adults age 65 and older to believe that multi-unit housing should be smoke-free, $p < .05$.
- 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 (90.3%) than for males (83.4%), $p < .001$.
- The percentage of adults who believe that balconies or patios of multi-unit housing should be smoke-free was significantly higher for females (37.0%) than for males (22.4%), $p < .001$, and significantly higher for black adults (34.9%) than for white adults (27.5%), $p < .01$. Adults age 18-24 were 0.4 times less likely and adults age 25-44 were 0.6 times less likely than adults age 65 and older to believe that balconies or patios of multi-unit housing should be smoke-free, $p < .05$.
- The percentage of adults who believe that outdoor common areas of multi-unit housing should be smoke-free was significantly higher for females (36.7%) than for males (25.8%), $p < .001$, and significantly higher for black adults (36.1%) than for white adults (28.9%), $p < .01$. Adults age 18-24 were 0.5 times less likely than adults age 65 and older to believe that outdoor common areas of multi-unit housing should be smoke-free, $p < .05$.
- The percentage of adults who believe that outdoor areas where non-smokers may be exposed should be smoke-free was significantly higher for females (67.2%) than for males (51.9%), $p < .001$, and significantly higher for black adults (66.9%) than for white adults (56.1%), $p < .001$. Adults age 25-44 were 0.7 times less likely than adults age 65 and older to believe that outdoor areas where non-smokers may be exposed should be smoke-free, $p < .05$.
- 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 (94.5%) than for black adults (87.3%), $p < .001$. Adults age 25-44 were 2.3 times as likely and adults age 45-64 were 1.9 times as likely as adults age 65 and older to believe that tenants should be informed on the lease agreement whether smoking is allowed in any unit or common areas inside the building, $p < .05$.

**34.13% of the Mississippi population is protected by a comprehensive smoke-free ordinance**

For More Information

Visit mstobaccodata.org