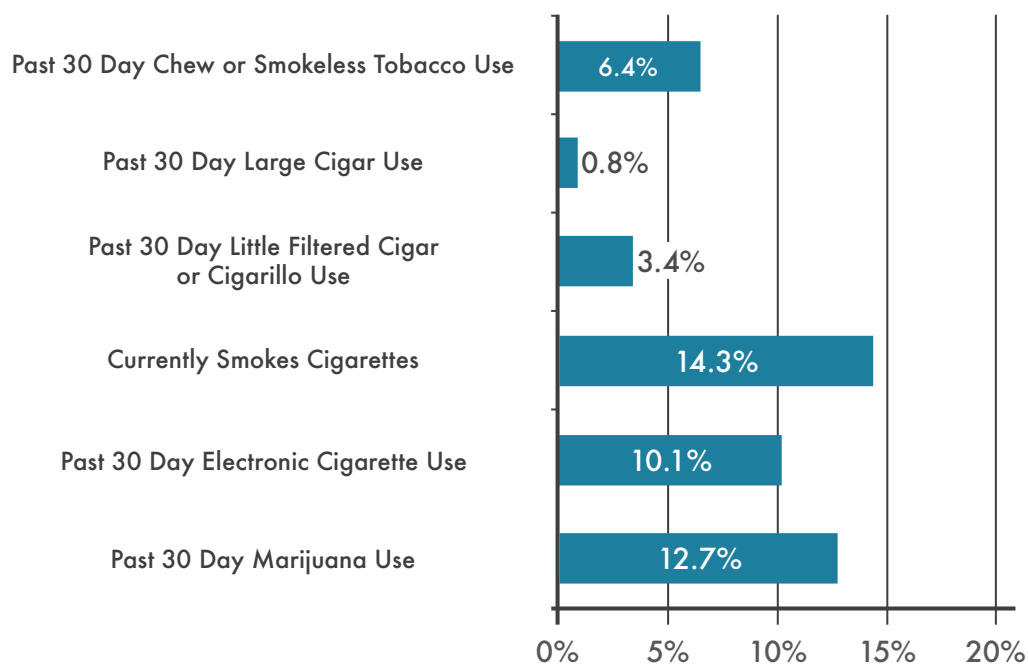


Current Prevalence of Tobacco Products

2023 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 71.7% of the U.S. population lives in a household with only wireless telephone service (Blumberg and Luke, 2023).

The 2023 Mississippi Social Climate Survey of Tobacco Control (MS SCS-TC) represents the civilian, non-institutionalized adult population over age 18. The overall sample (N = 900) 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.

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