The Mississippi Social Climate of Tobacco Control,

2000-2001

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The origins of this report can be traced to research associated with the tobacco settlement in Mississippi. Resolution of the State of Mississippi's tobacco fight allowed the state an opportunity to confront the leading cause of preventable death in America - tobacco use. According to the CDC, tobacco use is responsible for one out of every five deaths and claims more lives every year than AIDS, alcohol, drug abuse, car crashes, murders, suicides, and fires combined. The addiction kills more than 4,000,000 worldwide each year. However, if a person can be prevented from using tobacco before reaching the age of 18, then there is only a one in ten chance that he or she will ever become addicted to tobacco.

By collectively harnessing the resources of the private and public sectors in the state, Mississippi is waging war against the single largest killer in our society. Organized as a non-profit corporation composed of more than 60 statewide public and private organizations and over 600 local organizations, The Partnership for a Healthy Mississippi and the Mississippi State Department of Health have implemented a comprehensive program to reduce youth tobacco use and promote healthier lifestyles for Mississippi's young people. This public-private partnership has a goal of creating a healthier Mississippi and eliminating tobacco use among Mississippi youths through advocacy, education, evaluation, awareness, enforcement, research, and service.

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. 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 for the purposes of data set comparisons, 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).

TABLE OF CONTENTS

INTRODUCTION

What We Know About Tobacco Use

Beginning in 1964, a series of reports from the Office of the U.S. Surgeon General have synthesized researched-based knowledge about the health consequences of smoking and other forms of tobacco use. Efforts to highlight the negative effects of tobacco products commenced, beginning immediately with the Federal Cigarette Labeling and Advertising Act of 1965 followed by the Public Health Smoking Act of 1969. These activities initiated one of the most successful campaigns in the history of public health. Over the last several decades, an impressive body of health research has defined the health impacts of tobacco use on the American population. Few topics have been as carefully and thoroughly researched, and even fewer research findings have converged on such a consistent set of results.

These findings bring with them a clear message that use of tobacco products bring major negative health impacts. Cancer, cardiovascular diseases, and a number of other health problems have been linked to tobacco use (U.S. Department of Health & Human Services, 1982, 1983, 1984, 1985, 1990). The life span and quality of life of individuals throughout the country who use tobacco products - as well as nonsmokers in environments of second-hand smoke - have been substantially decreased (CDC, 1993; Thun, Day-Lally, Calle, Flanders, & Heath, 1995; U.S. Department of Health & Human Services, 1986). Perhaps most importantly, tobacco has been recognized as the primary cause of preventable death in the United States (U.S. Department of Health & Human Services, 1989).

And yet, there remains a substantial subculture that has remained untouched by these advances. Although there are some differences with respect to race/ethnicity, gender, and region, the magnitude of tobacco use in these subpopulations is sufficiently large that practically no sector of the U.S. population escapes the impact of the problem.

The Social Climate Approach

No single factor is likely to emerge as the "magic bullet" that will lead to the near or total prevention of tobacco use among youths. Rather, the literature taken collectively argues for a broad-based strategy that incorporates approaches at the individual, organizational, and societal levels. In somewhat simplified terms the prevention strategy would involve a change in the social climate -- a strategy that involves 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. The impetus for our social climate approach was derived, in part, from recent reports outlining these promising public health strategies to reduce and prevent the use of tobacco products (U.S. Department of Health & Human Services, 1989).

One suggested prevention strategy involves changes in the knowledge, normative beliefs, behaviors, and institutional practices that impact a person's decisions about tobacco. The ultimate goals of these strategies are to denormalize tobacco use and to improve the social climate of tobacco control through social and political changes.

Prevalence rates and per capita consumption measures are frequently the yardsticks with which tobacco control programs are evaluated. However, comprehensive tobacco control programs have moved toward logic models that incorporate intermediate desirable outcomes that focus on attitude and behavior change. To enhance the evaluation of progress toward these goals, we designed the Social Climate Survey to measure, and ultimately monitor the fundamental position of tobacco control in society.

The Social Climate Survey provides a method to monitor changes in social and environmental objectives, as well as an institutional framework to organize and interpret these results. This approach operationalizes the concept of social climate into a set of quantifiable social and environmental indicators - organized within an institutional framework. Social scientists typically conceptualize societal changes as occurring through changes in social institutions, such as the family, school, work place, and government. As a fundamental component of a society, these social institutions emerge as clusterings of beliefs, norms, and practices. Moreover, beliefs, norms, and practices about tobacco use and tobacco control have evolved in each of these institutional areas which then shape the 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 beliefs concerning tobacco within each of the following institutions; 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.

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. Although we survey from an adult population, the Social Climate Survey is not intended as an adult tobacco survey of an individual. Each individual respondent serves as a proxy for each social institution impacting his/her life by providing information about the norms, practices, and beliefs within these institutions. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans.

Tobacco control and tobacco use is not carried out in a vacuum. Youth and adults make choices about tobacco use in the social context of institutional beliefs, norms, and practices. The Social Climate Survey provides an annual cross-sectional assessment of these institutional indicators in order to:

1. Categorize indicators by level of acceptance in order to identify potentially modifiable social climate factors
2. Identify disparities in health risk factors, knowledge of health risks, and support for smokefree environments
3. Identify successful tobacco control program impacts, and approaches to make these comprehensive programs better
4. Use of continuous response options allows more sophisticated analyses to detect relationships among social climate variables and contextual factors
5. Assesses the impact that health care providers have upon active and passive smoking.[1]

[1]These assessments will appear in a later report

METHODS

Survey Design

The Social Climate Survey measures social and environmental indicators within an institutional framework. Specifically, the survey assesses normative beliefs, health knowledge, and practices/policies within each of the following social institutions: family and friendship groups; education; work-place; government and political order; health and medical care; recreation, leisure and sports; and mass culture and communication.

The development of the survey was determined not only from a review of extant measurement instruments in the tobacco prevention research, but also from a panel of consultants who have substantial expertise in the various areas of tobacco control research. Researchers at the SSRC worked closely with the Mississippi State Department of Health and The Partnership for a Healthy Mississippi (the two organizations responsible for statewide tobacco control programs in Mississippi) in the development of the Social Climate Survey. The CDC's Office on Smoking and Health and a panel of consultants provided comments and reviews of the survey instrument as well. Scientists at the SSRC developed many of the items included in the survey. Others were selected from existing measurement instruments with established validity. Specifically, the Social Climate Survey includes items from the Behavioral Risk Factor Surveillance System (to establish if respondent is a smoker, former smoker, or never smoker), the Current Population Survey - Tobacco Use Supplement, and California Adult Tobacco Surveys.

The SSRC conducted the first Mississippi Social Climate Survey in 1999, and subsequently administered two series of social climate surveys the following year - 1) the original survey, in order to enhance the evaluation of the Mississippi Tobacco Pilot Program and 2) a revised survey. In 2000, the survey instrument was revised to 1) have more compatibility with other national data sources and 2) include Likert-scale measurement on many items to allow more sophisticated inferential analyses. In July/August of 2000, the SSRC administered the revised survey to representative samples of Mississippi adults and U.S. adults; and subsequently administered a second annual survey in 2001. Data from these surveys are presented in this report. Note that the report released by the SSRC in March, 2001, Tobacco Control in Mississippi, 1999-2000 presented data from the original, pilot survey is not based on the same data series as the data presented here.

Sample Design

Data were collected for the Mississippi and National Social Climate Surveys of Tobacco Control via telephone interviews with a simple random sample of adults. The data were collected in late summer by the Survey Research Unit in the Social Science Research Center at Mississippi State University. Households were selected using random digit dialing procedures. (This includes households with unlisted numbers.) Within a household 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.

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 ± 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 ± 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.

2001 US Sample Characteristics

Of the eligible respondents contacted, 3,002 respondents completed the survey (84.2%) and 564 (15.8%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 1.8 (95% confidence interval). Of the 3,002 respondents, 1,188 (39.6 percent) were male and 1,807 (60.2 percent) were female. The racial composition of the sample is as follows: white = 2,473 (82.4 percent), African American = 282 (9.4 percent), Asian or Pacific Islander = 35 (1.2 percent), American Indian or Alaskan Native = 36 (1.2 percent), other races = 115 (3.8 percent), and unknown (i.e., did not answer the question on race) = 61 (2.0 percent). The sample was weighted by race and gender within each census region, based upon 1999 U.S. Census estimates to ensure that it is representative of the U.S. population.

Table 1.1 Comparison of Characteristics of the Original and Weighted Samples

		MS 2000		MS 2001		U.S. 2001	
Sample Characteristic		Original Sample	Weighted Sample	Original Sample	Weighted Sample	Original Sample	Weighted Sample
	Rural/Urban	46.1	45.8	42.8	41.6	25.1	23.7
	Rural	53.9	54.2	57.2	58.4	74.9	76.3
	Urban						
Smoking Status	Non-Smoker	80.2	78.9	78.6	78.2	78.3	78.2
	Smoker	19.8	21.1	21.4	21.8	21.7	21.8
	Gender	36.4	48.3	37.8	46.5	39.6	48.3
	Male	63.6	53.3	62.1	53.5	60.2	51.5
	Female						
Race	White	71.9	66.6	69.8	64.2	82.4	80.4
	African American	24.4	31.2	27.6	32.8	9.4	12.5
	Asian or Pacific Islander	0.4	0.1	0.4	0.6	1.2	0.8
	American Indian or Alaskan Native	0.1	0.1	0.1	0.3	1.2	0.6
	Other Race	3.2	2.1	2.1	2.1	3.8	3.7
Age	18-24 years of age	14.1	13.9	12.7	12.8	14.8	14.9
	25-44 years of age	36.0	36.9	38.6	39.1	38.0	38.8
	45-64 years of age	32.3	32.4	34.4	34.3	31.9	31.5
	65 years of age and older	17.7	16.8	11.1	13.8	15.3	14.8
Education	Not a high school graduate	15.7	16.8	12.3	12.2	6.7	6.5
	High school graduate	33.5	34.1	33.6	33.8	30.3	29.7
	Some college	24.8	24.0	26.7	26.7	27.3	27.3
	College graduate	26.0	25.2	27.5	27.2	35.7	36.5

Table 1.2 Weighted Sample Size and Maximum Sampling Error

		MS 2000		MS 2001		U.S. 2001	
Sample Characteristic		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	729	3.6
	Urban	435	4.7	878	3.3	2,344	2.0
Smoking Status	Non-Smoker	634	3.9	1176	2.9	2,404	2.0
	Smoker	169	7.5	328	5.4	669	3.8
Gender	Male	375	5.1	699	3.7	1,484	2.5
	Female	428	4.7	804	3.5	1,582	2.5
Race	White	535	4.2	966	3.2	2,470	2.0
	African American	250	6.2	493	4.4	383	5.0
Age	18-24 years of age	111	9.3	192	7.1	458	4.6
	25-44 years of age	296	5.7	589	4.0	1,193	2.8
	45-64 years of age	260	6.1	516	4.3	967	3.2
	65 years of age and older	135	8.4	207	6.8	455	4.6
Education	Not a high school graduate	131	8.6	181	7.3	196	7.0
	High school graduate	265	6.0	502	4.4	899	3.3
	Some college	187	7.2	396	4.9	827	3.4
	College graduate	197	7.0	404	4.9	1,106	2.9

Presentation

This report provides a substantial array of descriptive information that can be used to depict many important social and cultural dimensions of tobacco control. Each chapter provides summary information on one social institution and a series of detailed tables for each indicator in that particular social institution. Estimated percentages are provided for the total sample population, and by rural/urban status, regional status, smoking status, sex, race, age, and education. Note that estimates exclude respondents who chose not to answer the question or responded, "Don't know." Chi-Square tests were performed to detect sociodemographic differences.

Respondents who described their place of residence as a) a farm, b) rural, but not on a farm, c) a town under 2,500 population were classified as rural. Respondents who described their place of residence as a town or a city larger than 2,500 were classified as urban. FIPS codes were used to determine the state in which a respondent resided. States were categorized into the four census regions: northeast, midwest, south, and west. Smoking status was determined by the protocol used by the Behavioral Risk Factor Surveillance System (BRFSS) and the National Health Interview Survey (NHIS). Respondents who reported smoking at least 100 cigarettes in their entire lifetime and currently smoked everyday or some days were classified as current smokers. Finally, age and education categories mirror those used by the BRFSS.

Heuristic Classification Scheme

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 American society. Some issues are fully ingrained into society, such as norms against smoking in day care centers, and are thus considered to be **universally** accepted. Other issues are strongly supported but continue to be rejected by a small, but nontrivial segment of society. These issues are considered as **predominant** cultural norms, beliefs, and practices. **Contested** issues, on the other hand, are areas of tobacco control in which there remain substantial differences of opinion across society. The support and opposition for these controls are roughly matched across society. Finally, some tobacco control issues, such as norms against smoking in bars, are supported by only a small segment of society and are considered to be culturally **marginal** norms, practices, or beliefs.

By identifying universal, predominant, contested, and marginal aspects of the social climate, it becomes possible to develop more informed tobacco control efforts. To illustrate, it may not be necessary to target culturally universal norms, practices, and beliefs because these aspects of tobacco control are already deeply ingrained. Norms, practices, and beliefs that are predominantly ingrained in the social climate may serve as anchors for campaign efforts to target contested aspects of the social climate. Finally, this approach can identify those aspects of the social climate which are only marginally ingrained and likely to be very resistant to interventions.

The following classification scheme is used to categorize the degree to which these aspects of tobacco control impact 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

Universal Norms, Beliefs and Practices[1]

- 2.0 million Mississippi adults[2] (99.1 percent) believe that smoking should not be allowed in daycare centers
- 2.0 million Mississippi adults (98.0 percent) never allow children under 18 to smoke in their homes
- 2.0 million Mississippi adults (96.9 percent) believe that it is important for parents who smoke to keep their cigarettes out of reach of children
- 2.0 million Mississippi adults (95.7 percent) believe that smoke from a parent's cigarette harms children
- 1.9 million Mississippi adults (91.0 percent) believe that parents should not allow children under 18 to smoke

Significant Improvements from 2000 to 2001[3]

- The percentage of Mississippi households that never allow smoking in the presence of children increased from 77.5 to 85.9 percent
- The percentage of Mississippi households in which tobacco use is unacceptable increased from 66.1 to 74.2 percent
- The percentage of Mississippi adults who believe that smoking should not be allowed in daycare centers increased from 93.2 to 99.1 percent
- The percentage of Mississippi adults who believe that parents should not allow children under the age of 18 to smoke increased from 88.1 to 91.0 percent
- The percentage of Mississippi adults who recognize that smoke from a parent's cigarette harms children increased from 92.8 to 95.7 percent

Mississippi, 2001: A Step Ahead

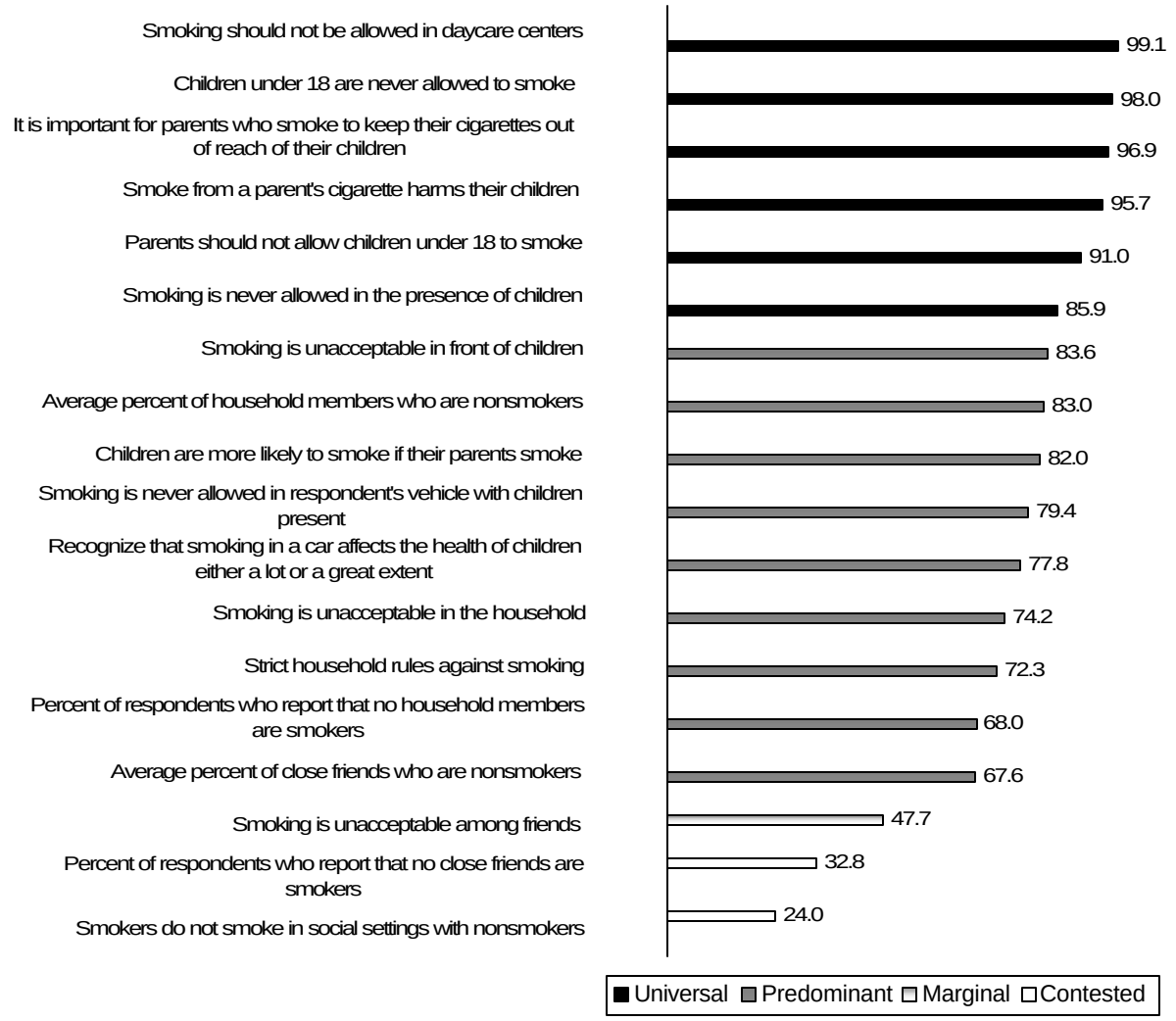
- The percentage of Mississippi adults who reported that smoking is unacceptable in front of children within their household (83.6%) is greater than that of the nation (79.3%)

[1] Indicators endorsed by at least 85% of Mississippi adults

[2] 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.

[3] All improvements are statistically significant, $a < .05$

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Family and Friendship Groups	Year	Percentage	*p*
Strict household rules against smoking	2001	72.3	0.075
	2000	68.7	
Smoking is never allowed in the presence of children	2001	85.9	**0.000**
	2000	77.5	
Tobacco use is unacceptable within household	2001	74.2	**0.000**
	2000	66.1	
Smoking should not be allowed in day care centers	2001	99.1	**0.000**
	2000	93.2	
Smoking is unacceptable in front of children	2001	83.6	0.949
	2000	83.5	
Parents should not allow children under the age of 18 to smoke cigarettes	2001	91.0	**0.037**
	2000	88.1	
Smoke from a parent's cigarette harms their children	2001	95.7	**0.007**
	2000	92.8	
Children are more likely to smoke if their parents smoke	2001	82.0	0.599
	2000	82.9	
It is important for parents to keep their cigarettes out of reach of their children	2001	96.9	0.637
	2000	97.2	
Smokers do not smoke in social settings with nonsmokers	2001	24.0	**0.007**
	2000	29.9	
Tobacco use is unacceptable among close friends	2001	47.7	0.485
	2000	49.2	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Family and Friendship Groups	Sample	Percentage	*p*
Strict household rules against smoking	MS	72.3	0.200
	US	74.1	
Smoking is never allowed in the presence of children	MS	85.9	0.070
	US	87.9	
Smoking is never allowed in respondent's vehilce with children present	MS	79.4	0.879
	US	79.6	
Recognize that smoking in a car affects the health of children	MS	77.8	0.441
	US	76.9	
Children under 18 are never allowed to smoke in home	MS	98.0	0.020
	US	96.8	
Tobacco use is unacceptable within household	MS	74.2	0.304
	US	72.7	
Smoking should not be allowed in day care centers	MS	99.1	0.144
	US	98.6	
Smoking is unacceptable in front of children	MS	83.6	**0.000**
	US	79.3	
Parents should not allow children under the age of 18 to smoke cigarettes	MS	91.0	0.583
	US	90.5	
Smoke from a parent's cigarette harms their children	MS	95.7	0.419
	US	95.2	
Children are more likely to smoke if their parents smoke	MS	82.0	0.279
	US	83.3	
It is important for parents to keep their cigarettes out of reach of their children	MS	96.9	0.650
	US	97.1	
Smokers do not smoke in social settings with nonsmokers	MS	24.0	0.229
	US	25.7	
Tobacco use is unacceptable among close friends	MS	47.7	0.268
	US	49.4	

Detailed Tables

- With the exception of smokers, the majority of Mississippi adults live in households that do not allow smoking in the home or the family vehicle when children are present.

- Although most Mississippi households restrict cigarette smoking on the home and the family vehicle, some groups are more likely to place restrictions than others. To illustrate, younger and older adults are more likely to restrict cigarette smoking than middle ages adults, and adults with higher levels of education are more likely to place restrictions as well.

- Mississippi adults reported that the majority of their household and close friends do not smoke - again, smokers are the one exception.

- Although most Mississippi adults believe that youth should be restricted from smoking and protected from second-hand smoke in the home, these beliefs are stronger in non-smokers than smokers.

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	*p*
Total	16.5	11.3	**72.3**	
Rural	18.8	10.1	**71.1**	
Urban	14.8	12.2	**73.0**	.071
Nonsmoker	7.8	6.5	**85.7**	
Smoker	47.6	28.4	**24.1**	.000
Male	18.0	11.4	**70.5**	
Female	15.0	11.2	**73.8**	.270
White	16.9	10.9	**72.3**	
African American	15.8	12.8	**71.4**	.526
18-24 years of age	13.5	10.4	**76.0**	
25-44 years of age	16.3	13.6	**70.1**	
45-64 years of age	19.6	9.1	**71.3**	
65 years of age and older	12.0	11.1	**76.9**	.043
Not a high school graduate	24.3	14.9	**60.8**	
High school graduate	15.6	13.0	**71.5**	
Some college	19.2	11.4	**69.4**	
College Graduate	11.1	7.9	**81.0**	.000

Note: 0.0 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	*p*
Total	4.8	9.3	**85.9**	
Rural	6.5	9.1	**84.4**	
Urban	3.6	9.3	**87.1**	.035
Nonsmoker	1.3	4.0	**94.7**	
Smoker	17.9	28.8	**53.4**	.000
Male	4.2	9.9	**85.9**	
Female	5.3	8.7	**86.0**	.482
White	5.9	9.0	**85.1**	
African American	2.2	10.8	**86.9**	.005
18-24 years of age	4.2	5.8	**90.0**	
25-44 years of age	4.8	11.4	**83.8**	
45-64 years of age	5.9	9.8	**84.3**	
65 years of age and older	2.9	4.9	**92.2**	.024
Not a high school graduate	9.1	15.4	**75.4**	
High school graduate	4.6	9.3	**86.1**	
Some college	6.1	10.2	**83.7**	
College Graduate	1.7	6.2	**92.0**	.000

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

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	*p*
Total	**79.4**	1.23	15.1	4.3	
Rural	**78.9**	1.0	16.0	4.1	
Urban	**79.7**	1.4	14.4	4.6	.782
Nonsmoker	**89.1**	1.1	8.2	1.6	
Smoker	**44.0**	1.7	40.1	14.2	.000
Male	**77.0**	1.1	16.2	5.7	
Female	**81.4**	1.4	14.2	3.0	.043
White	**78.1**	1.2	15.8	4.9	
African American	**82.0**	1.4	13.3	3.3	.297
18-24 years of age	**82.5**	0.0	13.6	4.0	
25-44 years of age	**75.0**	1.4	19.4	4.3	
45-64 years of age	**80.3**	1.2	14.1	4.3	
65 years of age and older	**87.8**	1.2	5.8	5.2	.006
Not a high school graduate	**68.5**	0.7	21.0	9.8	
High school graduate	**77.7**	1.1	17.1	4.2	
Some college	**76.8**	1.0	17.4	4.7	
College Graduate	**87.8**	1.5	8.6	2.3	.000

Note: 7.0 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	*p*
Total	3.5	5.6	12.9	**30.6**	**47.4**	
Rural	4.3	6.3	12.1	**31.6**	**45.7**	
Urban	3.0	5.0	13.6	**29.8**	**48.6**	.352
Nonsmoker	2.8	3.8	9.5	**31.0**	**52.9**	
Smoker	6.4	12.4	26.2	**28.5**	**26.5**	.000
Male	4.0	8.1	16.3	**30.5**	**41.2**	
Female	3.1	3.3	10.2	**30.6**	**52.8**	.000
White	2.8	5.2	15.9	**30.1**	**46.0**	
African American	4.8	6.7	7.2	**30.7**	**50.5**	.000
18-24 years of age	4.4	6.1	13.8	**32.6**	**43.1**	
25-44 years of age	3.1	5.4	12.5	**30.2**	**48.9**	
45-64 years of age	3.0	6.0	13.9	**30.2**	**46.8**	
65 years of age and older	5.3	4.8	11.1	**30.7**	**48.1**	.934
Not a high school graduate	5.7	6.8	13.1	**38.1**	**36.4**	
High school graduate	4.8	6.1	11.9	**31.3**	**45.9**	
Some college	2.4	5.0	12.9	**28.7**	**51.1**	
College Graduate	1.8	4.6	14.2	**28.1**	**51.3**	.025

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

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	*p*
Total	1.1	1.0	**98.0**	
Rural	0.6	1.0	**98.4**	
Urban	1.4	0.9	**97.7**	.391
Nonsmoker	0.5	0.6	**98.9**	
Smoker	3.2	2.2	**94.6**	.000
Male	1.2	1.6	**97.2**	
Female	1.0	0.4	**98.6**	.051
White	1.2	1.2	**97.7**	
African American	1.0	0.6	**98.4**	.578
18-24 years of age	0.5	3.2	**96.3**	
25-44 years of age	0.9	0.2	**99.0**	
45-64 years of age	1.2	0.8	**98.0**	
65 years of age and older	1.5	1.5	**97.0**	.016
Not a high school graduate	0.6	2.8	**96.6**	
High school graduate	0.8	0.4	**98.8**	
Some college	2.1	1.5	**96.4**	
College Graduate	0.8	0.5	**98.7**	.092

Note: 2.0 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	*p*
Total	9.2	16.6	10.9	**63.3**	
Rural	9.5	17.7	10.1	**62.6**	
Urban	9.0	15.8	11.4	**63.7**	.677
Nonsmoker	2.2	11.5	10.3	**76.0**	
Smoker	34.6	34.6	13.3	**17.6**	.000
Male	10.4	18.5	10.2	**60.9**	
Female	8.2	15.0	11.4	**65.4**	.102
White	10.8	17.5	11.2	**60.5**	
African American	6.5	15.1	10.2	**68.2**	.012
18-24 years of age	8.4	20.5	11.6	**59.5**	
25-44 years of age	10.8	17.4	11.6	**60.2**	
45-64 years of age	9.1	16.1	10.9	**63.8**	
65 years of age and older	6.3	11.7	7.8	**74.3**	.064
Not a high school graduate	13.6	18.6	7.9	**59.9**	
High school graduate	8.2	17.0	11.6	**63.2**	
Some college	11.1	17.5	11.1	**60.3**	
College Graduate	7.4	14.6	10.7	**67.2**	.207

Note: 0.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.7 Smoking in Daycare Centers

"Smoking should be allowed in daycare centers.
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	0.7	29.2	**69.9**	
Rural	0.0	0.5	30.8	**68.8**	
Urban	0.3	0.8	28.0	**70.9**	.274
Nonsmoker	0.1	0.2	26.0	**73.8**	
Smoker	0.6	2.5	40.9	**56.0**	.000
Male	0.1	0.6	32.0	**67.3**	
Female	0.2	0.7	26.6	**72.4**	.142
White	0.1	0.5	28.3	**71.1**	
African American	0.6	1.0	30.8	**67.6**	.143
18-24 years of age	0.0	0.5	22.9	**76.6**	
25-44 years of age	0.3	0.3	26.7	**72.6**	
45-64 years of age	0.2	1.2	30.8	**67.8**	
65 years of age and older	0.0	0.0	37.7	**62.3**	.022
Not a high school graduate	1.1	1.1	39.6	**58.2**	
High school graduate	0.2	0.8	30.6	**68.4**	
Some college	0.0	0.8	26.3	**72.9**	
College Graduate	0.0	0.2	24.9	**74.8**	.002

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

Table 2.8 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	1.3	15.1	45.8	**37.8**	
Rural	1.7	15.1	45.6	**37.6**	
Urban	1.2	15.0	45.9	**37.9**	.899
Nonsmoker	0.3	9.4	48.0	**42.3**	
Smoker	5.2	35.9	37.9	**21.0**	.000
Male	1.6	19.6	44.3	**34.4**	
Female	1.0	11.2	47.1	**40.7**	.000
White	1.3	17.8	45.5	**35.4**	
African American	1.1	10.3	46.9	**41.7**	.002
18-24 years of age	1.6	11.4	44.9	**42.2**	
25-44 years of age	1.6	17.2	43.8	**37.5**	
45-64 years of age	1.4	15.8	45.5	**37.2**	
65 years of age and older	0.5	10.6	53.0	**35.9**	.244
Not a high school graduate	2.3	17.7	49.1	**30.9**	
High school graduate	0.8	14.3	49.3	**35.6**	
Some college	2.1	16.4	43.6	**37.9**	
College Graduate	0.8	13.5	41.9	**43.8**	.059

Note: 3.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.9 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	**45.3**	45.7	5.7	3.3	
Rural	**45.3**	46.1	5.6	2.9	
Urban	**45.3**	45.4	5.6	3.7	.872
Nonsmoker	**47.3**	43.7	5.3	3.6	
Smoker	**38.2**	52.6	6.7	2.4	.012
Male	**41.1**	49.1	6.4	3.5	
Female	**48.9**	42.7	5.1	3.3	.025
White	**47.0**	45.1	5.6	2.4	
African American	**42.5**	47.6	5.1	4.7	.063
18-24 years of age	**44.7**	43.1	8.0	4.3	
25-44 years of age	**49.4**	41.1	5.5	4.1	
45-64 years of age	**43.9**	49.9	3.5	2.7	
65 years of age and older	**37.1**	50.5	10.4	2.0	.001
Not a high school graduate	**38.3**	49.4	9.4	2.8	
High school graduate	**40.6**	50.3	5.5	3.6	
Some college	**46.2**	44.1	6.1	3.6	
College Graduate	**54.5**	39.0	3.8	2.8	.001

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

Table 2.10 Beliefs about Health Effects of Parent's 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	**45.1**	50.6	2.9	1.4	
Rural	**44.3**	52.6	2.8	0.3	
Urban	**45.6**	49.3	2.9	2.2	.020
Nonsmoker	**49.1**	47.7	1.8	1.5	
Smoker	**29.9**	62.0	6.8	1.3	.000
Male	**40.9**	53.9	3.4	1.8	
Female	**48.6**	48.0	2.3	1.1	.018
White	**46.8**	49.7	2.6	0.9	
African American	**42.1**	52.4	2.9	2.7	.027
18-24 years of age	**46.8**	50.0	2.6	0.5	
25-44 years of age	**48.5**	46.8	2.9	1.7	
45-64 years of age	**42.2**	53.0	3.2	1.6	
65 years of age and older	**40.6**	56.4	2.0	1.0	.373
Not a high school graduate	**34.5**	62.1	3.4	0.0	
High school graduate	**43.4**	52.5	3.0	1.0	
Some college	**44.0**	51.6	2.1	2.4	
College Graduate	**54.5**	41.4	2.5	1.5	.000

Note: 2.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.11 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	**29.2**	52.8	15.4	2.5	
Rural	**30.0**	54.9	13.6	1.5	
Urban	**28.7**	51.3	16.7	3.3	.052
Nonsmoker	**31.7**	53.6	12.8	2.0	
Smoker	**20.1**	49.8	25.6	4.5	.000
Male	**28.7**	55.4	14.3	1.6	
Female	**29.9**	50.4	16.5	3.2	.079
White	**31.6**	54.2	12.4	1.8	
African American	**24.5**	49.3	22.0	4.2	.000
18-24 years of age	**29.3**	51.6	14.9	4.3	
25-44 years of age	**30.5**	48.0	17.9	3.5	
45-64 years of age	**28.7**	55.1	14.8	1.4	
65 years of age and older	**26.6**	61.8	10.6	1.0	.013
Not a high school graduate	**20.5**	61.4	15.8	2.3	
High school graduate	**25.8**	52.5	18.9	2.7	
Some college	**30.0**	52.7	15.8	1.6	
College Graduate	**37.4**	47.9	11.0	3.6	.000

Note: 3.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.12 Importance of Keeping Cigarettes out of Children's Reach

"It is important for parents who smoke to keep their cigarettes out of reach of their 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	**44.7**	52.2	2.4	0.7	
Rural	**43.5**	54.4	1.6	0.5	
Urban	**45.5**	50.7	3.0	0.8	.197
Nonsmoker	**47.1**	50.0	2.1	0.8	
Smoker	**36.1**	60.2	3.4	0.3	.002
Male	**42.3**	54.2	2.4	1.0	
Female	**46.8**	50.4	2.4	0.5	.255
White	**44.9**	52.8	2.1	0.3	
African American	**44.5**	50.6	3.3	1.6	.000
18-24 years of age	**45.0**	49.7	4.2	1.0	
25-44 years of age	**50.7**	46.8	1.5	1.0	
45-64 years of age	**40.6**	55.3	3.5	0.6	
65 years of age and older	**37.1**	62.0	1.0	0.0	.001
Not a high school graduate	**36.1**	61.7	1.7	0.6	
High school graduate	**40.1**	55.7	3.4	0.8	
Some college	**45.3**	51.9	2.5	0.3	
College Graduate	**54.8**	42.7	1.5	1.0	.000

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

Table 2.13 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	*p*
Total	**24.0**	55.3	20.6	
Rural	**25.0**	55.4	19.7	
Urban	**23.4**	55.3	21.3	.680
Nonsmoker	**26.2**	54.4	19.4	
Smoker	**16.8**	58.4	24.8	.001
Male	**20.3**	57.1	22.6	
Female	**27.5**	53.8	18.7	.005
White	**25.2**	56.4	18.4	
African American	**21.4**	54.2	24.4	.026
18-24 years of age	**15.6**	58.1	26.3	
25-44 years of age	**19.3**	58.5	22.2	
45-64 years of age	**26.9**	54.7	1.46	
65 years of age and older	**40.0**	44.1	15.9	.000
Not a high school graduate	**18.8**	53.8	27.5	
High school graduate	**24.7**	51.9	23.4	
Some college	**23.4**	57.9	18.7	
College Graduate	**25.7**	58.4	15.9	.023

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

Table 2.14 Acceptability of Tobacco Use Among Friends

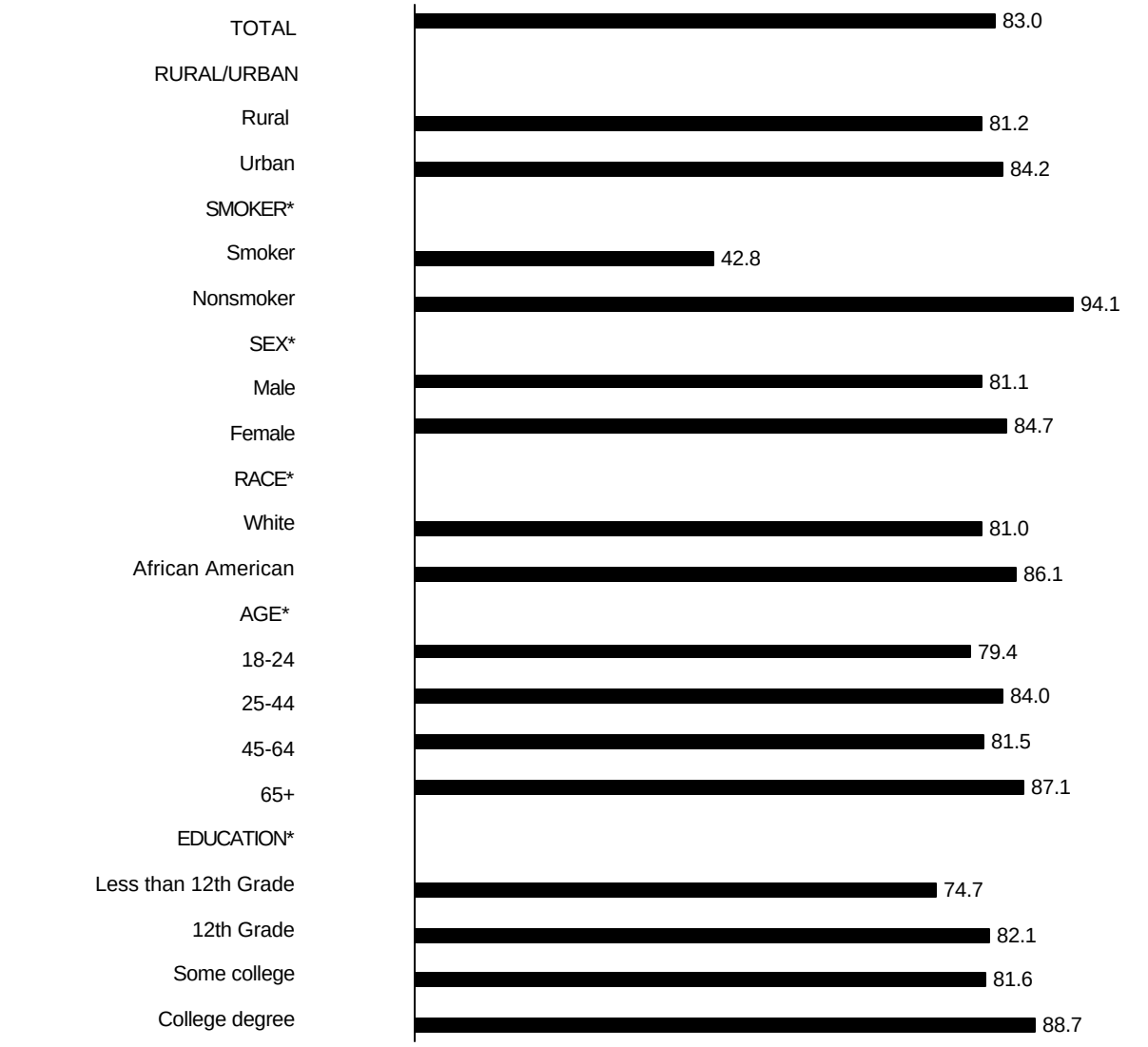
"Among your friends, would you say that tobacco use is very acceptable, somewhat acceptable, somewhat unacceptable, or very unacceptable?"

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

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very unacceptable	*p*
Total	15.5	36.8	20.6	**27.1**	
Rural	15.6	37.4	18.6	**28.4**	
Urban	15.5	36.4	22.0	**26.2**	.423
Nonsmoker	10.5	33.5	23.4	**32.6**	
Smoker	33.6	48.7	10.4	**7.2**	.000
Male	21.5	38.3	19.0	**21.1**	
Female	10.4	35.5	21.9	**32.2**	.000
White	17.4	39.3	21.2	**22.1**	
African American	12.7	31.8	18.9	**36.6**	.000
18-24 years of age	23.3	38.6	19.0	**19.0**	
25-44 years of age	19.3	38.0	20.1	**22.6**	
45-64 years of age	11.9	39.6	23.6	**25.0**	
65 years of age and older	7.1	24.2	15.2	**53.5**	.000
Not a high school graduate	18.1	27.5	18.1	**36.3**	
High school graduate	17.9	38.7	16.1	**27.3**	
Some college	15.1	40.3	19.5	**25.1**	
College Graduate	12.6	35.3	28.2	**23.9**	.000

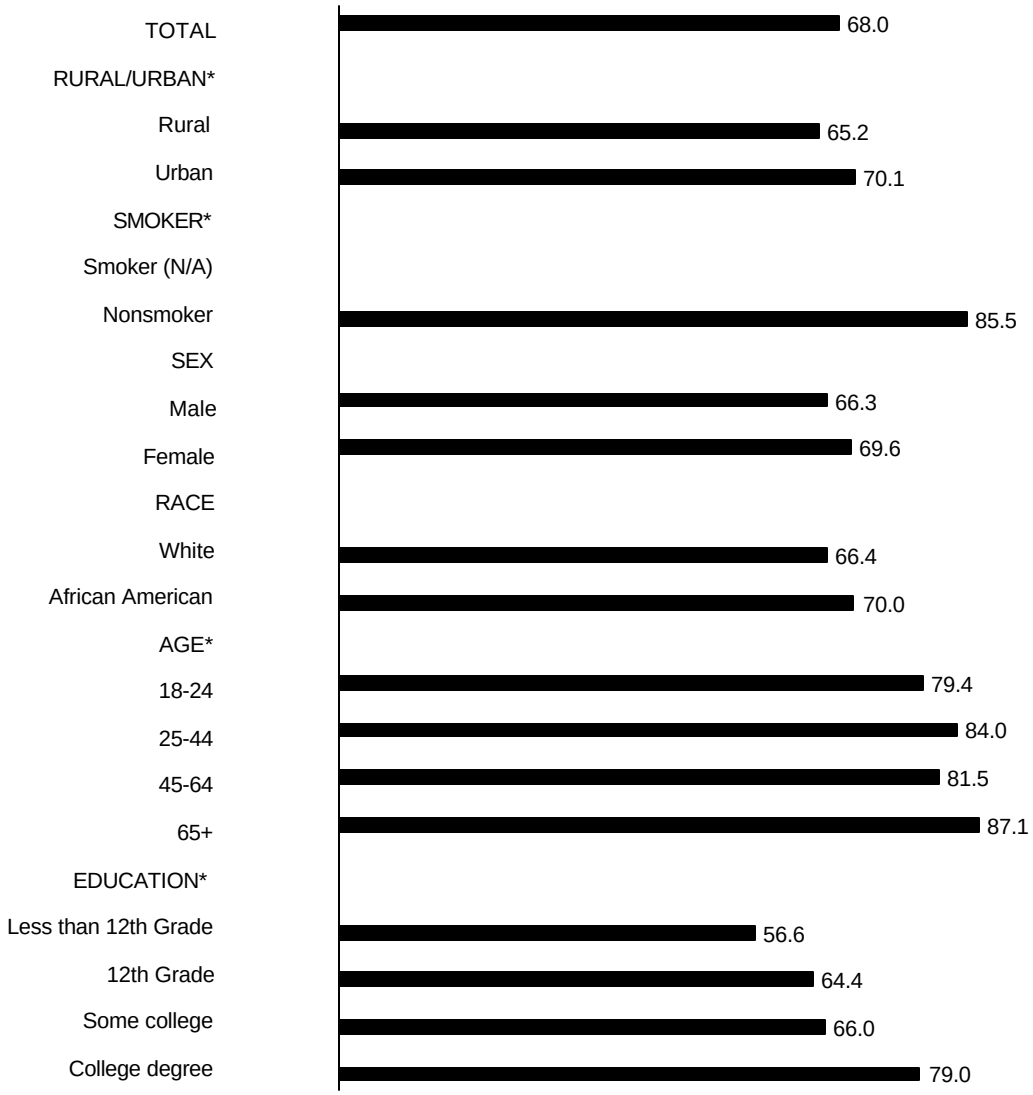
Note: 2.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Figure 2.1 Average Percent of Household Members Who are Nonsmokers



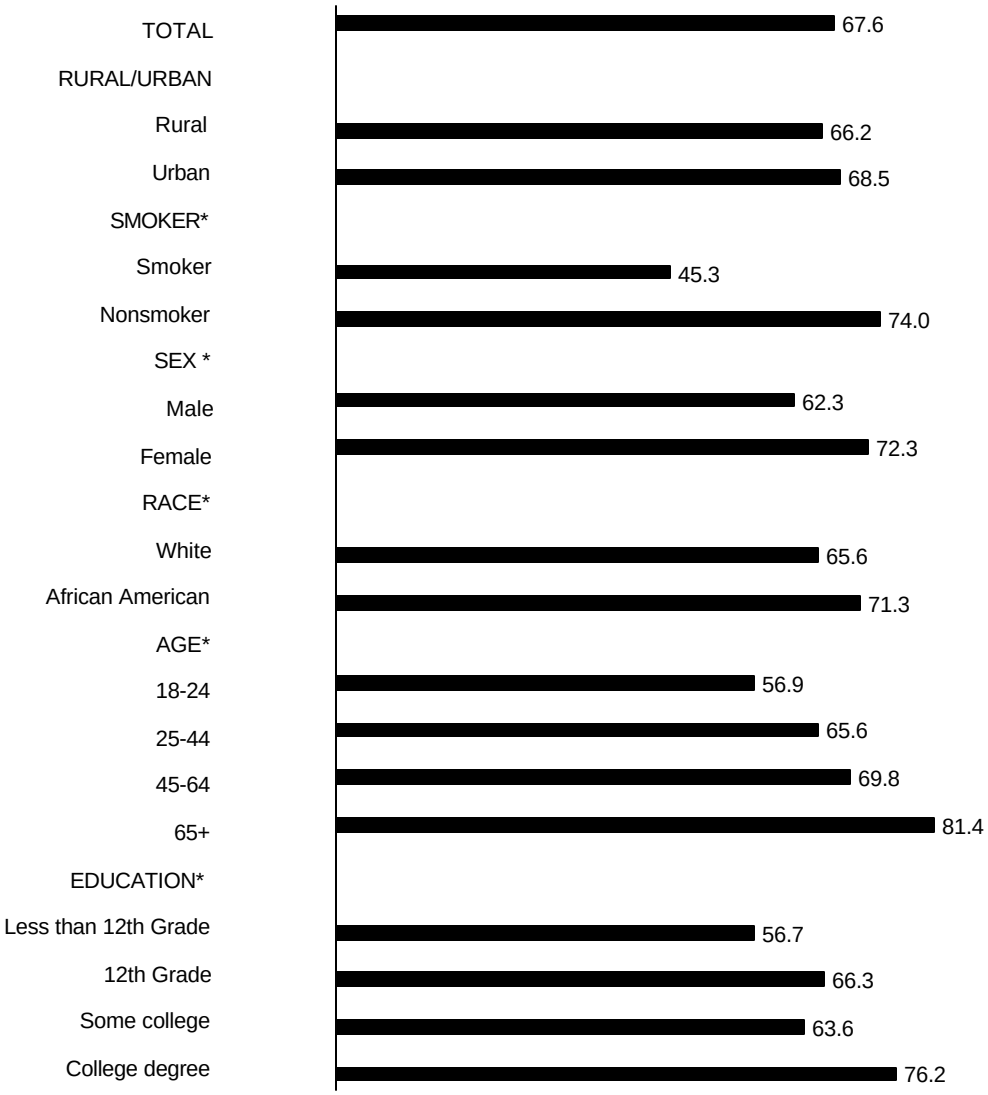
* $p < .01$

Figure 2.2 Percent of Respondents Who Report That No Household Members are Smokers



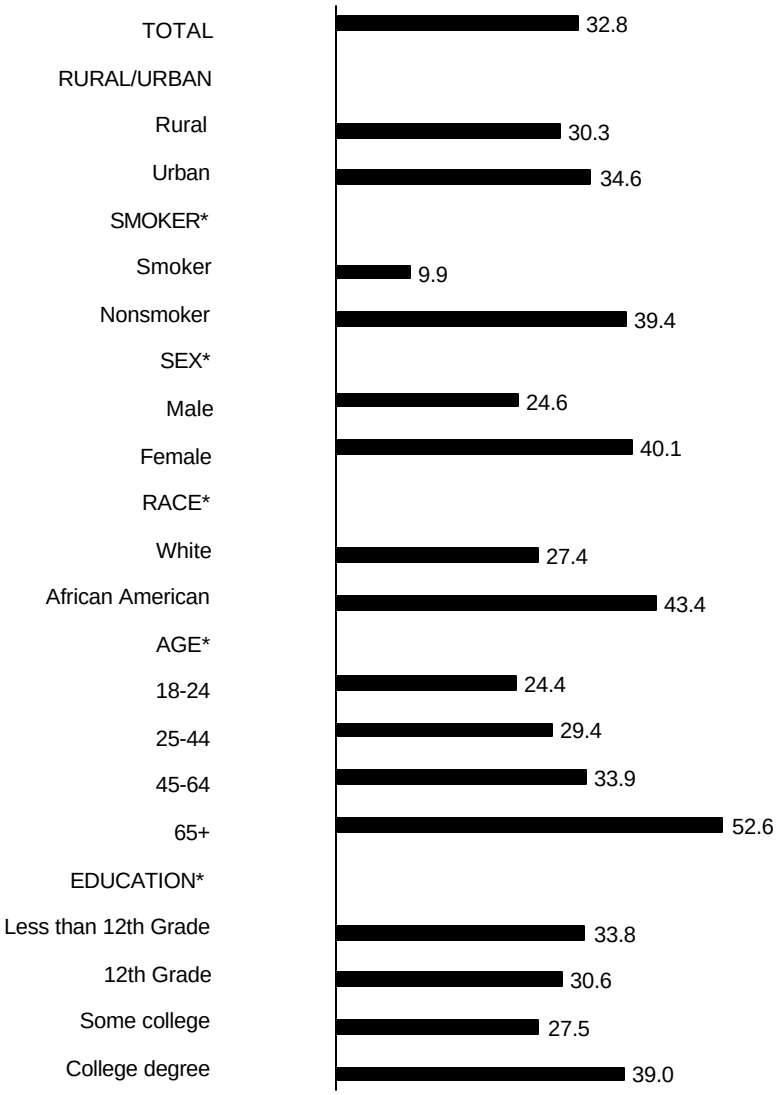
* $p < .01$

Figure 2.3 Average Percent of Close Friends Who are Nonsmokers



* $p < .01$

Figure 2.4 Percent of Respondents who Report That No Close Friends are Smokers



* $p < .01$

Universal Norms, Beliefs and Practices

- 2.0 million Mississippi adults (96.3 percent) believe that students should be punished for violating school rules against smoking
- 1.9 million Mississippi adults (91.16 percent) believe that students should not be allowed to smoke on school grounds

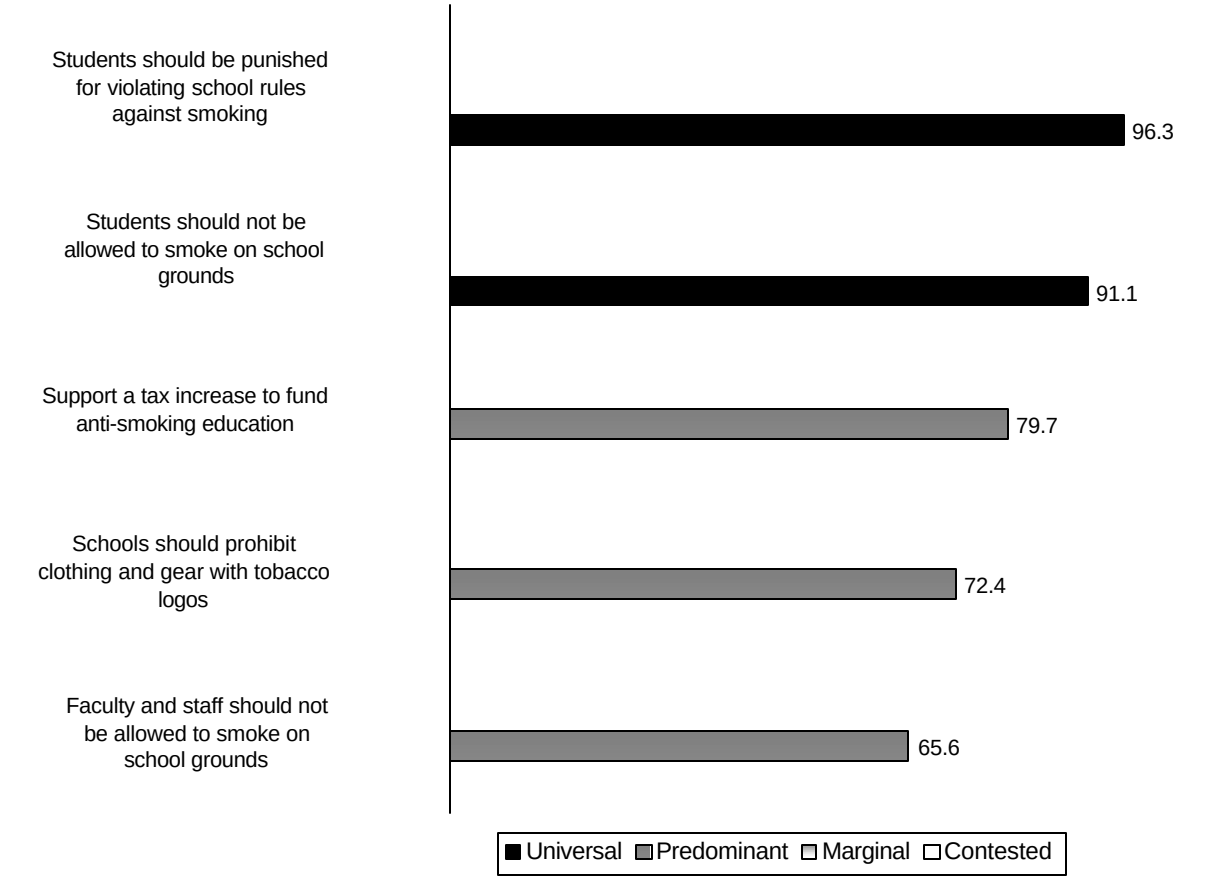
Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who believe that schools should prohibit students from wearing clothing or bringing gear with tobacco logos to school increased from 67.6 to 72.4 percent

Mississippi, 2001: A Step Ahead

- Believe that faculty and staff should not be allowed to smoke on school grounds -- Mississippi: 65.6%; United States: 56.5%
- Believe that schools should prohibit clothing or gear with tobacco logos -- Mississippi: 72.4%; United States: 65.4%
- Support an increase in state tobacco taxes to fund education programs to prevent youth tobacco use -- Mississippi: 79.7%; United States: 73.9%
- Believe that students should be punished for violating school rules against smoking --- Mississippi: 96.3%; United States: 93.8%

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Education	Year	Percentage	*p*
Students should not be allowed to smoke on school grounds	2001	91.1	0.056
	2000	93.3	
Faculty and Staff should not be allowed to smoke on school grounds	2001	65.6	0.853
	2000	66.0	
Schools should prohibit clothing or gear with tobacco logos	2001	72.4	**0.022**
	2000	67.6	
Support a tax increase to fund anti-smoking education	2001	79.7	0.086
	2000	76.5	
Students should be punished for violating school rules against smoking	2001	96.3	0.126
	2000	94.8	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Education	Sample	Percentage	*p*
Students should not be allowed to smoke on school grounds	MS	91.1	0.098
	US	89.6	
Faculty and Staff should not be allowed to smoke on school grounds	MS	65.6	**0.000**
	US	56.5	
Schools should prohibit clothing or gear with tobacco logos	MS	72.4	**0.000**
	US	65.4	
Support a tax increase to fund anti-smoking education	MS	79.7	**0.000**
	US	73.9	
Students should be punished for violating school rules against smoking	MS	96.3	**0.000**
	US	93.8	

Detailed Tables

- The overwhelming majority of Mississippi adults believe that students should not be allowed to smoke on school grounds. However, only two-thirds of adults believe that teachers should not be allowed to smoke on school grounds.

- Although the majority of Mississippi adults support restrictions on cigarette smoking in school, nonsmokers are more likely than smokers to support these restrictions, and females more so than males.

- Most adults believe that schools should prohibit students from wearing and bringing gear with tobacco brand labels to school.

- Although the majority of Mississippi adults support an increase in state tobacco taxes to fund prevention programs, there is substantial variation across sociodemographic groups.

Table 3.1 Student Smoking on School Grounds

"In schools, do you think that students should be allowed to smoke?"

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

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	*p*
Total	0.0	8.9	**91.1**	
Rural	0.0	8.0	**92.0**	
Urban	0.0	9.6	**90.4**	.282
Nonsmoker	0.0	7.4	**92.6**	
Smoker	0.0	14.3	**85.7**	.000
Male	0.0	12.4	**87.6**	
Female	0.0	5.7	**94.3**	.000
White	0.0	8.5	**91.5**	
African American	0.0	10.4	**89.6**	.244
18-24 years of age	0.0	15.3	**84.7**	
25-44 years of age	0.0	8.7	**91.3**	
45-64 years of age	0.0	6.4	**93.6**	
65 years of age and older	0.0	10.1	**89.9**	.003
Not a high school graduate	0.0	8.3	**91.7**	
High school graduate	0.0	10.2	**89.8**	
Some college	0.0	9.1	**90.9**	
College Graduate	0.0	7.4	**92.6**	.530

Note: 0.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 3.2 Faculty and Staff Smoking on School Grounds

"In schools, do you think that faculty and staff should be allowed to smoke?"

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

Sample Characteristic	In all areas	Some, designated areas	Not allowed at all	*p*
Total	0.1	34.3	**65.6**	
Rural	0.0	30.9	**69.1**	
Urban	0.1	36.7	**63.2**	.044
Nonsmoker	0.1	26.7	**73.3**	
Smoker	0.3	61.5	**38.2**	.000
Male	0.0	41.2	**58.8**	
Female	0.1	28.2	**71.6**	.000
White	0.1	35.4	**64.4**	
African American	0.0	32.3	**67.7**	.364
18-24 years of age	0.0	38.2	**61.8**	
25-44 years of age	0.0	39.5	**60.5**	
45-64 years of age	0.2	29.7	**70.1**	
65 years of age and older	0.0	27.1	**72.9**	.003
Not a high school graduate	0.0	30.9	**69.1**	
High school graduate	0.0	31.3	**68.7**	
Some college	0.3	40.6	**59.2**	
College Graduate	0.0	33.9	**66.1**	.049

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

Table 3.3 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	**33.6**	38.8	21.9	5.7	
Rural	**36.0**	38.8	19.9	5.3	
Urban	**31.8**	38.7	23.4	6.1	.244
Nonsmoker	**35.9**	40.0	19.2	5.0	
Smoker	**25.5**	34.6	31.8	8.2	.000
Male	**27.7**	39.4	26.1	6.7	
Female	**38.8**	38.3	18.1	4.8	.000
White	**32.8**	40.6	22.0	4.6	
African American	**35.2**	35.0	21.9	7.8	.033
18-24 years of age	**26.9**	41.4	21.5	10.2	
25-44 years of age	**36.5**	35.3	22.2	6.1	
45-64 years of age	**33.7**	39.1	22.4	4.8	
65 years of age and older	**31.5**	45.7	19.8	3.0	.025
Not a high school graduate	**28.0**	35.4	29.7	6.9	
High school graduate	**30.0**	39.8	22.6	7.6	
Some college	**33.4**	38.6	23.3	4.7	
College Graduate	**41.3**	38.5	16.6	3.6	.001

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

Table 3.4 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	**32.0**	47.7	16.3	4.1	
Rural	**34.0**	46.2	15.3	4.5	
Urban	**30.6**	48.7	17.0	3.7	.414
Nonsmoker	**35.2**	49.6	12.7	2.6	
Smoker	**20.5**	40.7	29.3	9.5	.000
Male	**31.4**	45.7	17.7	5.1	
Female	**32.6**	49.5	14.8	3.1	.080
White	**29.7**	47.2	18.2	4.9	
African American	**36.5**	48.3	12.4	2.7	.002
18-24 years of age	**32.1**	54.5	8.6	4.8	
25-44 years of age	**34.7**	46.1	15.5	3.7	
45-64 years of age	**31.6**	45.5	18.3	4.6	
65 years of age and older	**24.6**	51.3	20.9	3.1	.019
Not a high school graduate	**27.7**	50.3	17.3	4.6	
High school graduate	**30.2**	50.2	15.4	4.2	
Some college	**34.0**	45.4	16.0	4.6	
College Graduate	**35.0**	44.7	17.0	3.3	.680

Note: 3.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 3.5 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.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	*p*
Total	**36.6**	59.6	3.1	0.6	
Rural	**36.7**	59.5	3.1	0.6	
Urban	**36.6**	59.7	3.2	0.6	.998
Nonsmoker	**38.2**	58.4	2.9	0.5	
Smoker	**31.2**	63.9	4.0	0.9	.091
Male	**35.7**	61.0	2.8	0.6	
Female	**37.6**	58.3	3.5	0.6	.701
White	**37.0**	59.4	3.1	0.5	
African American	**36.9**	58.6	3.7	0.8	.816
18-24 years of age	**35.4**	60.3	3.2	1.1	
25-44 years of age	**43.0**	53.7	2.8	0.5	
45-64 years of age	**31.8**	64.3	3.4	0.6	
65 years of age and older	**31.3**	64.1	3.6	1.0	.027
Not a high school graduate	**34.7**	59.7	4.0	1.7	
High school graduate	**32.6**	64.2	2.6	0.6	
Some college	**37.5**	59.4	2.8	0.3	
College Graduate	**41.7**	53.8	3.8	0.8	.109

Note: 2.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Universal Norms, Beliefs and Practices

- 2.0 million Mississippi adults (96.4 percent) consider cigarette butts to be litter
- 2.0 million Mississippi adults (96.4 percent) believe that stores should be penalized for the sale of tobacco to minors

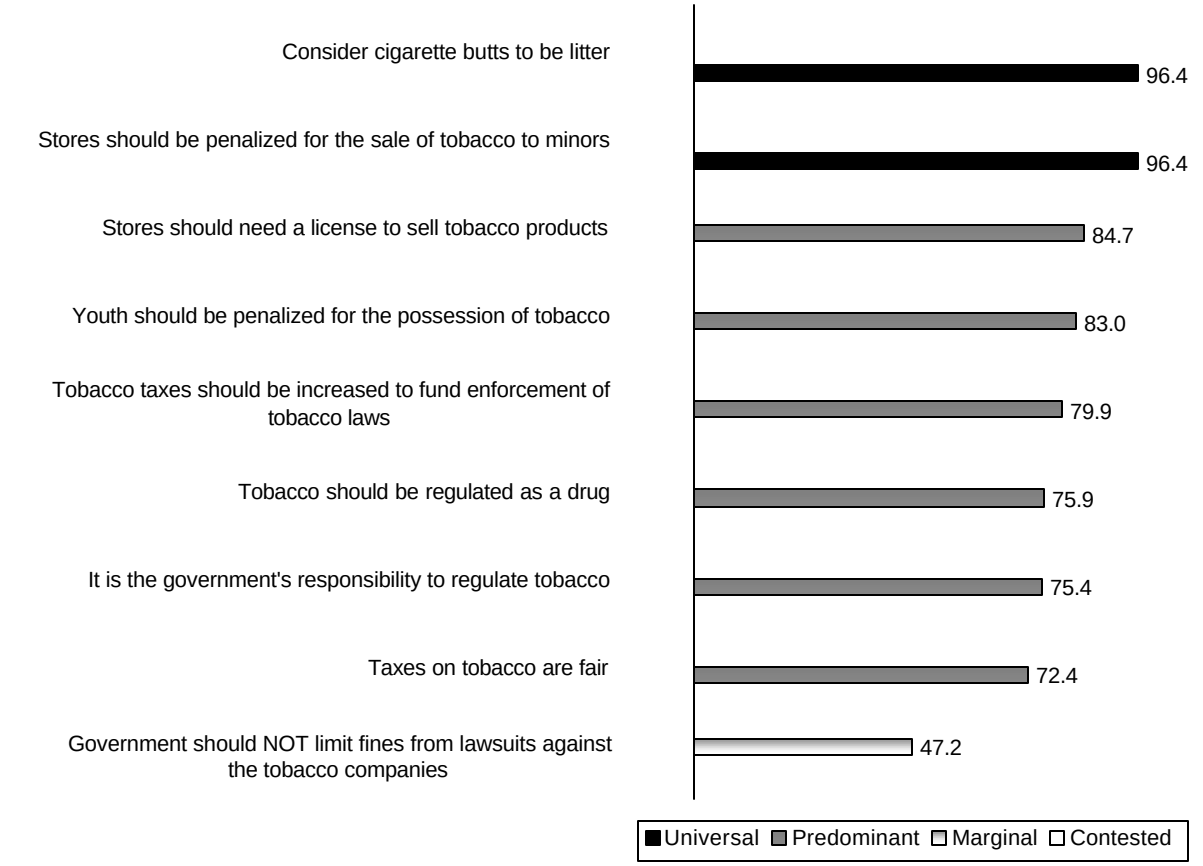
Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who believe that tobacco should be regulated as a drug increased from 67.9 to 75.9 percent
- The percentage of Mississippi adults who believe that store owners should need a license to sell tobacco increased from 80.8 to 84.7 percent
- The percentage of Mississippi adults who believe that state taxes should be increased to fund programs to enforce laws that prevent sales of tobacco products to minors increased from 75.3 to 79.9 percent
- The percentage of Mississippi adults who believe that taxes on tobacco are NOT unfair increased from 66.9 to 72.4 percent
- The percentage of Mississippi adults who believe that it is the responsibility of government to regulate tobacco increased from 70.4 to 75.4 percent

Mississippi, 2001: A Step Ahead

- Believe that tobacco should be regulated as a drug --
  Mississippi: 75.9%; United States: 66.0%
- Believe that stores should need a license to sell tobacco products --
  Mississippi: 84.7%; United States: 74.6%
- Support an increase in state tobacco taxes to fund enforcement of tobacco laws --
  Mississippi: 79.9%; United States: 71.3%
- Believe that stores should be penalized for the sale of tobacco to minors --
  Mississippi: 96.4%; United States: 94.0%
- Believe that youth should be penalized for the possession of tobacco --
  Mississippi: 83.0%; United States: 76.0%
- Believe that it is the responsibility of government to regulate tobacco --
  Mississippi: 75.4%; United States: 66.0%

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government	Year	Percentage	*p*
Tobacco should be regulated as a drug	2001	75.9	**0.000**
	2000	67.9	
Stores should need a license to sell tobacco products	2001	84.7	**0.023**
	2000	80.8	
Tobacco taxes should be increased to fund enforcement of tobacco laws	2001	79.9	**0.015**
	2000	75.3	
Stores should be penalized for the sale of tobacco to minors	2001	96.4	0.508
	2000	95.8	
Youth should be penalized for the possession of tobacco	2001	83.0	0.585
	2000	82.0	
Taxes on tobacco are fair.	2001	72.4	**0.009**
	2000	66.9	
It is the responsibility of government to regulate tobacco	2001	75.4	**0.015**
	2000	70.4	
Government should NOT limit fines from lawsuits against the tobacco companies	2001	47.2	0.881
	2000	47.6	
Consider cigarette butts to be litter	2001	96.4	0.231
	2000	95.3	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Government and Political Order	Sample	Percentage	*p*
Tobacco should be regulated as a drug	MS	75.9	**0.000**
	US	66.0	
Stores should need a license to sell tobacco products	MS	84.7	**0.000**
	US	74.6	
Tobacco taxes should be increased to fund enforcement of tobacco laws	MS	79.9	**0.000**
	US	71.3	
Stores should be penalized for the sale of tobacco to minors	MS	96.4	**0.000**
	US	94.0	
Youth should be penalized for the possession of tobacco	MS	83.0	**0.000**
	US	76.0	
Taxes on tobacco are fair.	MS	72.4	0.983
	US	72.4	
It is the responsibility of government to regulate tobacco	MS	75.4	**0.000**
	US	66.0	
Government should NOT limit fines from lawsuits against the tobacco companies	MS	47.2	0.095
	US	50.0	
Consider cigarette butts to be litter	MS	96.4	0.285
	US	95.7	

Detailed Tables

- A majority of Mississippi adults believe that tobacco products should be regulated as a drug - although support varies across sociodemographic groups.

- The majority of adults support both penalizing stores that sell tobacco to minors and penalizing minors caught possessing tobacco products. However, there is more support for penalizing stores.

- In general, Mississippi adults support licensing requirements for stores to sell tobacco products. The majority of adults also support increasing funds for the enforcement of laws restricting the sell of tobacco to minors, although support varies across sociodemographic groups.

- Almost all Mississippi adults consider cigarette butts to be litter.

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	**25.8**	50.1	19.5	4.6	
Rural	**28.4**	47.6	19.3	4.7	
Urban	**23.9**	51.9	19.7	4.6	.262
Nonsmoker	**28.0**	52.8	16.3	3.0	
Smoker	**17.9**	40.9	30.8	10.4	.000
Male	**25.7**	45.7	23.2	5.4	
Female	**25.9**	54.0	16.2	4.0	.002
White	**24.4**	47.5	22.0	6.1	
African American	**28.6**	55.9	13.4	2.1	.000
18-24 years of age	**24.9**	49.2	18.4	7.6	
25-44 years of age	**27.2**	50.7	17.1	5.0	
45-64 years of age	**25.4**	49.1	21.9	3.7	
65 years of age and older	**23.0**	52.4	21.4	3.2	.318
Not a high school graduate	**22.5**	54.3	18.5	4.6	
High school graduate	**23.7**	53.3	18.0	5.0	
Some college	**29.8**	46.1	19.8	4.3	
College Graduate	**26.5**	47.1	21.7	4.8	.424

Note: 5.3 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	**30.0**	54.6	13.6	1.8	
Rural	**31.4**	53.5	12.8	2.3	
Urban	**29.1**	55.3	14.1	1.5	.473
Nonsmoker	**32.0**	55.4	11.6	1.0	
Smoker	**22.9**	52.0	20.7	4.3	.000
Male	**26.7**	52.4	18.1	2.8	
Female	**32.9**	56.6	9.6	0.9	.000
White	**27.8**	54.7	14.8	2.8	
African American	**35.0**	54.4	10.6	0.0	.000
18-24 years of age	**33.5**	51.8	12.0	2.6	
25-44 years of age	**33.6**	52.2	12.6	1.7	
45-64 years of age	**25.9**	55.8	16.6	1.6	
65 years of age and older	**26.3**	61.9	10.3	1.5	.057
Not a high school graduate	**28.7**	59.0	10.1	2.2	
High school graduate	**28.6**	58.2	12.2	1.0	
Some college	**31.4**	52.8	13.8	2.0	
College Graduate	**31.6**	49.9	15.9	2.6	.230

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

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	**28.8**	51.1	16.7	3.4	
Rural	**30.9**	48.9	15.9	4.3	
Urban	**27.3**	52.5	17.2	2.9	.195
Nonsmoker	**31.4**	53.6	12.8	2.2	
Smoker	**19.4**	41.7	30.7	8.2	.000
Male	**27.5**	47.1	20.9	4.5	
Female	**30.0**	54.6	12.8	2.6	.000
White	**27.3**	48.7	19.5	4.4	
African American	**31.5**	55.7	10.9	1.9	.000
18-24 years of age	**38.1**	51.3	7.4	3.2	
25-44 years of age	**30.4**	50.9	14.9	3.8	
45-64 years of age	**25.1**	49.9	21.4	3.6	
65 years of age and older	**24.4**	54.4	18.7	2.6	.001
Not a high school graduate	**27.9**	55.2	14.5	2.3	
High school graduate	**27.0**	53.6	15.7	3.7	
Some college	**31.2**	48.2	17.0	3.6	
College Graduate	**29.5**	48.2	18.7	3.5	.709

Note: 2.7 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	**40.5**	55.8	3.1	0.5	
Rural	**42.9**	53.6	3.2	0.3	
Urban	**39.0**	57.4	3.1	0.6	.427
Nonsmoker	**41.8**	54.9	2.9	0.4	
Smoker	**36.2**	59.2	4.0	0.6	.271
Male	**38.4**	58.2	2.9	0.6	
Female	**42.4**	53.8	3.4	0.4	.340
White	**40.5**	55.9	3.1	0.5	
African American	**41.0**	55.5	2.9	0.6	.985
18-24 years of age	**40.3**	55.0	3.7	1.0	
25-44 years of age	**45.2**	51.4	3.2	0.2	
45-64 years of age	**37.0**	59.1	3.1	0.8	
65 years of age and older	**36.3**	60.8	2.5	0.5	.159
Not a high school graduate	**42.2**	53.9	3.3	0.6	
High school graduate	**34.1**	61.7	4.0	0.2	
Some college	**44.9**	52.8	2.0	0.3	
College Graduate	**44.1**	51.6	3.2	1.0	.020

Note: 0.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	**26.1**	56.8	15.6	1.4	
Rural	**27.6**	56.6	14.1	1.7	
Urban	**25.0**	57.0	16.7	1.3	.454
Nonsmoker	**27.0**	58.4	13.4	1.2	
Smoker	**22.8**	51.1	23.5	2.6	.000
Male	**25.6**	54.6	18.2	1.7	
Female	**26.7**	58.7	13.4	1.2	.069
White	**25.1**	56.3	17.1	1.5	
African American	**27.7**	57.9	13.1	1.3	.225
18-24 years of age	**30.8**	55.1	10.8	3.2	
25-44 years of age	**30.1**	56.1	12.9	0.9	
45-64 years of age	**21.7**	57.8	18.7	1.8	
65 years of age and older	**21.1**	58.3	20.6	0.0	.000
Not a high school graduate	**29.0**	55.6	13.6	1.8	
High school graduate	**23.7**	58.1	17.4	0.8	
Some college	**26.0**	56.8	15.0	2.2	
College Graduate	**28.5**	55.4	14.9	1.3	.617

Note: 5.4 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	*p*
Total	5.9	21.7	53.4	**19.0**	
Rural	6.3	21.7	50.7	**21.2**	
Urban	5.6	21.6	55.4	**17.4**	.232
Nonsmoker	2.9	17.2	57.9	**22.0**	
Smoker	16.3	37.4	37.7	**8.6**	.000
Male	7.4	24.3	52.4	**15.9**	
Female	4.6	19.3	54.3	**21.9**	.001
White	5.8	18.9	54.5	**20.8**	
African American	6.4	25.2	53.0	**15.5**	.002
18-24 years of age	6.8	22.6	53.7	**16.9**	
25-44 years of age	6.1	22.9	50.5	**20.4**	
45-64 years of age	5.4	18.8	57.1	**18.6**	
65 years of age and older	5.8	24.3	51.9	**18.0**	.667
Not a high school graduate	7.9	38.4	39.0	**14.6**	
High school graduate	7.2	22.2	55.2	**15.4**	
Some college	5.8	18.8	53.8	**21.5**	
College Graduate	3.4	16.5	57.0	**23.1**	.000

Note: 6.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	**17.6**	57.8	21.4	3.2	
Rural	**18.5**	57.1	21.2	3.1	
Urban	**17.1**	58.2	21.5	3.1	.923
Nonsmoker	**18.5**	60.9	19.1	1.5	
Smoker	**14.3**	46.3	30.0	9.3	.000
Male	**16.7**	56.3	23.2	3.9	
Female	**18.5**	59.2	19.6	2.7	.181
White	**16.8**	55.6	23.0	4.6	
African American	**19.5**	62.1	17.7	0.6	.000
18-24 years of age	**23.0**	62.8	12.6	1.6	
25-44 years of age	**17.1**	59.7	18.8	4.3	
45-64 years of age	**16.6**	53.6	27.1	2.7	
65 years of age and older	**16.8**	57.9	23.2	2.1	.001
Not a high school graduate	**16.0**	64.2	17.9	1.9	
High school graduate	**18.0**	56.8	22.6	2.5	
Some college	**18.1**	58.2	20.5	3.2	
College Graduate	**17.2**	55.6	22.5	4.7	.557

Note: 6.1 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	10.8	42.0	36.3	**11.0**	
Rural	13.2	41.3	33.4	**12.1**	
Urban	9.0	42.5	38.3	**10.1**	.030
Nonsmoker	9.8	39.3	39.5	**11.4**	
Smoker	14.1	51.7	24.5	**9.7**	.000
Male	10.4	41.7	36.1	**11.9**	
Female	11.1	42.2	36.5	**10.3**	.797
White	12.4	43.7	33.8	**10.1**	
African American	7.6	39.2	40.1	**13.1**	.004
18-24 years of age	9.7	44.9	33.5	**11.9**	
25-44 years of age	11.3	40.3	36.9	**11.5**	
45-64 years of age	10.1	43.3	35.5	**11.1**	
65 years of age and older	12.3	40.9	38.6	**8.2**	.904
Not a high school graduate	14.3	54.0	25.5	**6.2**	
High school graduate	9.2	42.9	37.3	**10.7**	
Some college	11.7	40.8	33.9	**13.6**	
College Graduate	10.5	36.3	41.8	**11.3**	.002

Note: 8.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 4.9 Cigarettes Butts as Litter

"I consider cigarette butts to be litter.
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	**40.2**	56.2	3.4	0.3	
Rural	**40.8**	56.6	2.4	0.2	
Urban	**39.7**	56.0	4.0	0.3	.341
Nonsmoker	**42.9**	54.7	2.1	0.3	
Smoker	**30.3**	61.5	8.0	0.3	.000
Male	**37.8**	58.8	3.3	0.1	
Female	**42.2**	54.1	3.4	0.4	.256
White	**41.4**	55.2	3.1	0.2	
African American	**38.0**	57.5	3.9	0.6	.345
18-24 years of age	**36.6**	58.1	4.7	0.5	
25-44 years of age	**40.9**	55.4	3.6	0.2	
45-64 years of age	**39.1**	57.8	2.9	0.2	
65 years of age and older	**44.1**	52.5	2.9	0.5	.812
Not a high school graduate	**36.3**	55.9	7.3	0.6	
High school graduate	**37.7**	58.1	3.6	0.6	
Some college	**40.7**	56.8	2.5	0.0	
College Graduate	**45.8**	52.0	2.3	0.0	.012

Note: 0.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Universal Norms, Beliefs and Practices

- 91.6 percent of employed Mississippi adults report that cigarettes are not available for sale at work place

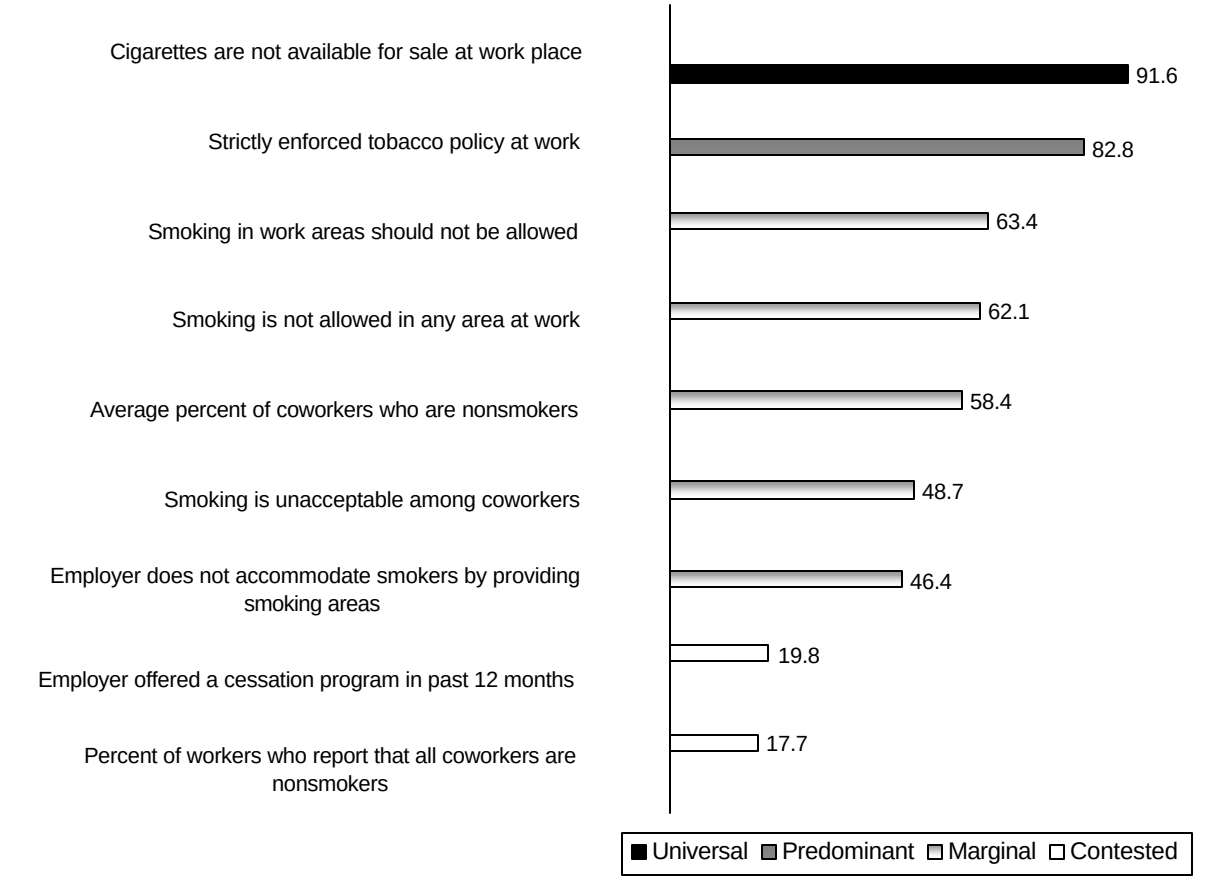
Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who report that smoking is not allowed in indoor work areas increased from 53.2 to 62.1 percent
- The percentage of employed Mississippi adults who report that their employer strictly enforces the smoking policy increased from 72.3 to 82.8 percent
- The percentage of employed Mississippi adults who report that their employer offered a cessation program within the past 12 months increased from 14.5 to 19.8 percent

Mississippi, 2001: A Step Ahead

- Report that tobacco use is unacceptable among co-workers --
  Mississippi: 48.7%; United States: 53.6%
- Report that smoking is not allowed in any area at work --
  Mississippi: 62.1%; United States: 68.5%
- Report that their employer offered a cessation program within the past 12 months --
  Mississippi: 19.8%; United States: 23.6%

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Work	Year	Percentage	*p*
Smoking in work areas should not be allowed	2001	63.4	0.444
	2000	61.8	
Tobacco use is unacceptable among co-workers	2001	48.7	0.191
	2000	52.4	
Smoking is not allowed in any area at work	2001	62.1	**0.002**
	2000	53.2	
Strictly enforced tobacco policy at work	2001	82.8	**0.000**
	2000	72.3	
Employer does not accommodate smokers	2001	53.6	**0.007**
	2000	45.9	
Cigarettes are not available for sale at work place	2001	91.6	0.874
	2000	91.8	
Employer offered cessation program in past 12 months	2001	19.8	**0.015**
	2000	14.5	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Work		Percentage	*p*
Smoking in work areas should not be allowed	MS	63.4	0.305
	US	61.8	
Tobacco use is unacceptable among co-workers	MS	48.7	**0.015**
	US	53.6	
Smoking is not allowed in any area at work	MS	62.1	**0.001**
	US	68.5	
Strictly enforced tobacco policy at work	MS	82.8	0.051
	US	79.5	
Employer does not accommodate smokers	MS	53.6	0.055
	US	50.3	
Cigarettes are not available for sale at work place	MS	91.6	0.792
	US	91.9	
Employer offered cessation program in past 12 months	MS	19.8	**0.024**
	US	23.6	

Detailed Tables

- Almost two-thirds of American adults believe that smoking should be restricted in all indoor work areas; although smokers are less supportive of restrictions than non-smokers and males are less supportive than females.

- Less than a third of employed adults reported that smoking is very unacceptable among their coworkers. However, there is substantial variation across populations on this issue.

- More than two-thirds of employed adults reported that their employer does not allow smoking in any indoor work area. Again, there is substantial variation across populations.

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	0.3	36.3	**63.4**	
Rural	0.3	38.3	**61.3**	
Urban	0.3	34.8	**64.8**	.378
Nonsmoker	0.3	28.2	**71.5**	
Smoker	0.5	65.5	**33.9**	.000
Male	0.3	44.1	**55.7**	
Female	0.4	29.5	**70.2**	.000
White	0.4	38.0	**61.6**	
African American	0.2	32.4	**67.4**	.089
18-24 years of age	0.5	46.3	**53.2**	
25-44 years of age	0.2	37.7	**62.1**	
45-64 years of age	0.6	33.6	**65.8**	
65 years of age and older	0.0	30.0	**70.0**	.012
Not a high school graduate	0.0	40.8	**59.2**	
High school graduate	0.2	35.2	**64.6**	
Some college	0.8	43.3	**56.0**	
College Graduate	0.2	28.5	**71.2**	.001

Note: 0.3 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	18.1	33.3	16.2	**32.5**	
Rural	16.7	37.9	13.6	**31.8**	
Urban	19.0	30.0	18.0	**32.9**	.068
Nonsmoker	15.4	30.0	16.8	**37.9**	
Smoker	27.1	44.9	14.3	**14.3**	.000
Male	23.4	35.7	17.6	**23.2**	
Female	12.5	30.5	14.7	**42.3**	.000
White	17.6	32.1	17.5	**32.8**	
African American	18.7	37.4	13.8	**30.1**	.300
18-24 years of age	28.6	41.7	9.5	**20.2**	
25-44 years of age	21.8	34.1	13.8	**30.2**	
45-64 years of age	9.7	31.1	21.7	**37.5**	
65 years of age and older	16.7	11.1	11.1	**61.1**	.000
Not a high school graduate	20.7	34.5	15.5	**29.3**	
High school graduate	21.6	36.7	12.4	**29.3**	
Some college	17.9	41.3	14.7	**26.2**	
College Graduate	14.3	22.8	21.4	**41.5**	.000

Note: 41.9 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	**62.1**	26.9	2.6	8.4	
Rural	**57.3**	28.8	2.8	11.2	
Urban	**65.4**	25.5	2.5	6.6	.038
Nonsmoker	**64.9**	26.3	1.9	6.8	
Smoker	**52.2**	29.1	4.9	13.8	.000
Male	**55.8**	30.3	3.4	10.5	
Female	**68.6**	23.4	1.9	6.1	.001
White	**64.5**	23.6	3.0	8.9	
African American	**57.6**	32.8	1.7	7.9	.030
18-24 years of age	**43.9**	34.1	4.9	17.1	
25-44 years of age	**63.5**	26.7	1.9	7.9	
45-64 years of age	**66.0**	24.5	3.3	6.2	
65 years of age and older	**44.4**	38.9	0.0	16.7	.005
Not a high school graduate	**42.9**	33.9	10.7	12.5	
High school graduate	**52.7**	35.8	2.3	9.2	
Some college	**59.1**	28.0	1.6	11.4	
College Graduate	**77.4**	16.2	2.0	4.4	.000

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	1.5	3.6	12.1	**82.8**	
Rural	1.6	2.9	13.9	**81.2**	
Urban	1.5	4.0	10.9	**83.0**	.634
Nonsmoker	1.5	3.6	12.4	**82.2**	
Smoker	1.8	3.6	10.9	**82.4**	.676
Male	1.6	3.6	14.5	**79.0**	
Female	1.5	3.6	9.7	**85.2**	.043
White	1.0	3.0	12.7	**82.3**	
African American	2.3	4.6	11.5	**81.7**	.200
18-24 years of age	3.1	9.4	18.8	**68.8**	
25-44 years of age	1.2	2.6	12.6	**82.9**	
45-64 years of age	1.8	3.6	10.1	**84.2**	
65 years of age and older	0.0	7.1	7.1	**85.7**	.223
Not a high school graduate	7.0	2.3	11.6	**79.1**	
High school graduate	1.7	4.8	17.8	**75.7**	
Some college	1.4	3.6	10.4	**84.2**	
College Graduate	0.4	2.5	8.7	**87.4**	.005

Note: 48.2 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	53.6	**46.4**	
Rural	51.4	**48.6**	
Urban	55.0	**45.0**	.296
Nonsmoker	52.0	**48.0**	
Smoker	59.3	**40.7**	.068
Male	56.1	**43.9**	
Female	50.8	**49.2**	.117
White	49.3	**50.7**	
African American	61.6	**38.4**	.001
18-24 years of age	48.2	**51.8**	
25-44 years of age	56.7	**43.3**	
45-64 years of age	50.2	**49.8**	
65 years of age and older	58.8	**41.2**	.221
Not a high school graduate	56.6	**43.4**	
High school graduate	60.5	**39.5**	
Some college	56.2	**43.8**	
College Graduate	44.6	**55.4**	.001

Note: 42.4 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	8.4	**91.6**	
Rural	8.9	**91.1**	
Urban	8.1	**91.9**	.698
Nonsmoker	8.0	**92.0**	
Smoker	9.9	**90.1**	.405
Male	8.9	**91.1**	
Female	7.9	**92.1**	.607
White	6.5	**93.5**	
African American	11.4	**88.6**	.015
18-24 years of age	11.0	**89.0**	
25-44 years of age	9.2	**90.8**	
45-64 years of age	7.1	**92.9**	
65 years of age and older	0.0	**100.0**	.333
Not a high school graduate	6.8	**93.2**	
High school graduate	10.3	**89.7**	
Some college	11.0	**89.0**	
College Graduate	4.7	**95.3**	.031

Note: 41.6 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.7 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.)

Sample Characteristic	Yes	No	*p*
Total	**19.8**	80.2	
Rural	**16.3**	83.7	
Urban	**22.3**	77.7	.032
Nonsmoker	**21.0**	79.0	
Smoker	**15.9**	84.1	.119
Male	**20.2**	79.8	
Female	**19.4**	80.6	.778
White	**18.0**	82.0	
African American	**22.3**	77.7	.138
18-24 years of age	**17.3**	82.7	
25-44 years of age	**21.6**	78.4	
45-64 years of age	**19.0**	81.0	
65 years of age and older	**5.6**	94.4	.310
Not a high school graduate	**9.4**	90.6	
High school graduate	**15.7**	84.3	
Some college	**23.8**	76.2	
College Graduate	**21.9**	78.1	.024

Note: 44.9 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Figure 5.1 Average Percent of Coworkers Who are Nonsmokers

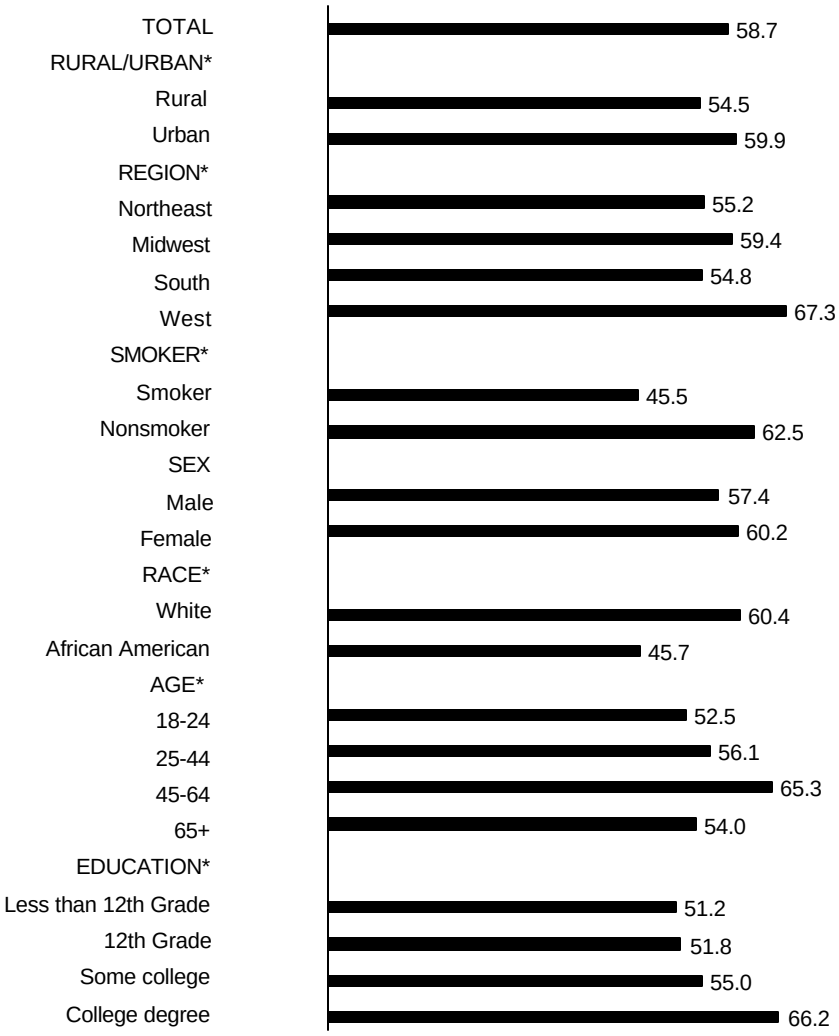


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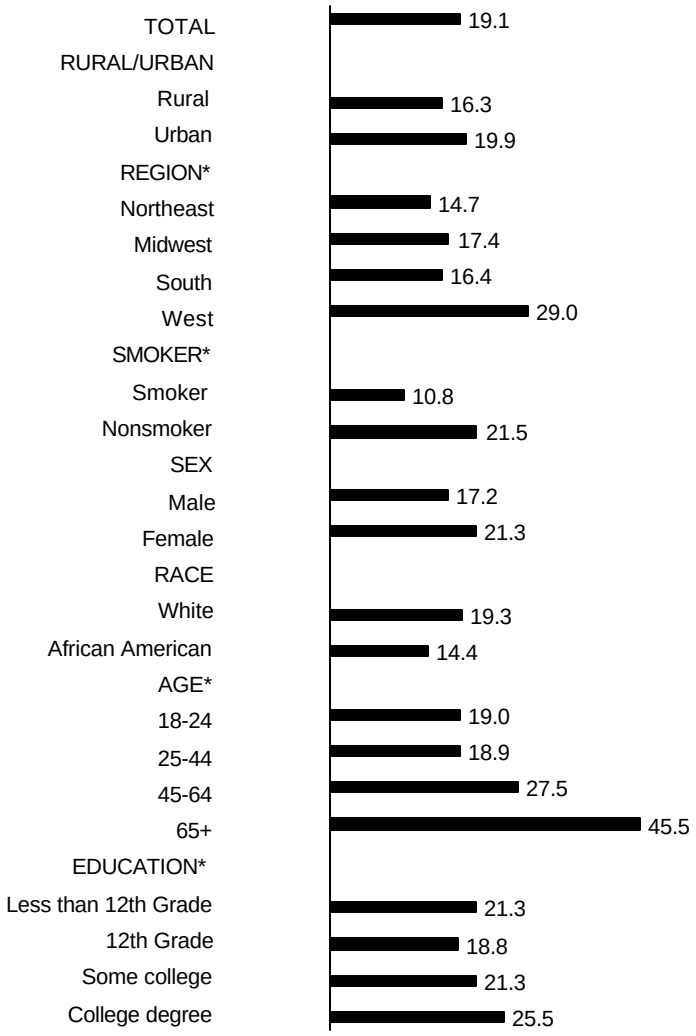
Figure 5.2 Percent of Respondents Who Report That No Coworkers are Smokers



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Universal Norms, Beliefs and Practices

- 2.0 million Mississippi adults (97.3 percent) do NOT believe the tobacco companies' claim that tobacco is not harmful to health
- 2.0 million Mississippi adults (96.7 percent) do NOT believe the tobacco companies' claim that second hand smoke is not harmful to health
- 2.0 million Mississippi adults (95.9 percent) do NOT believe the tobacco companies' claim that nicotine is not addictive
- 1.8 million Mississippi adults (85.1 percent) believe that smoking should not be allowed in hospitals

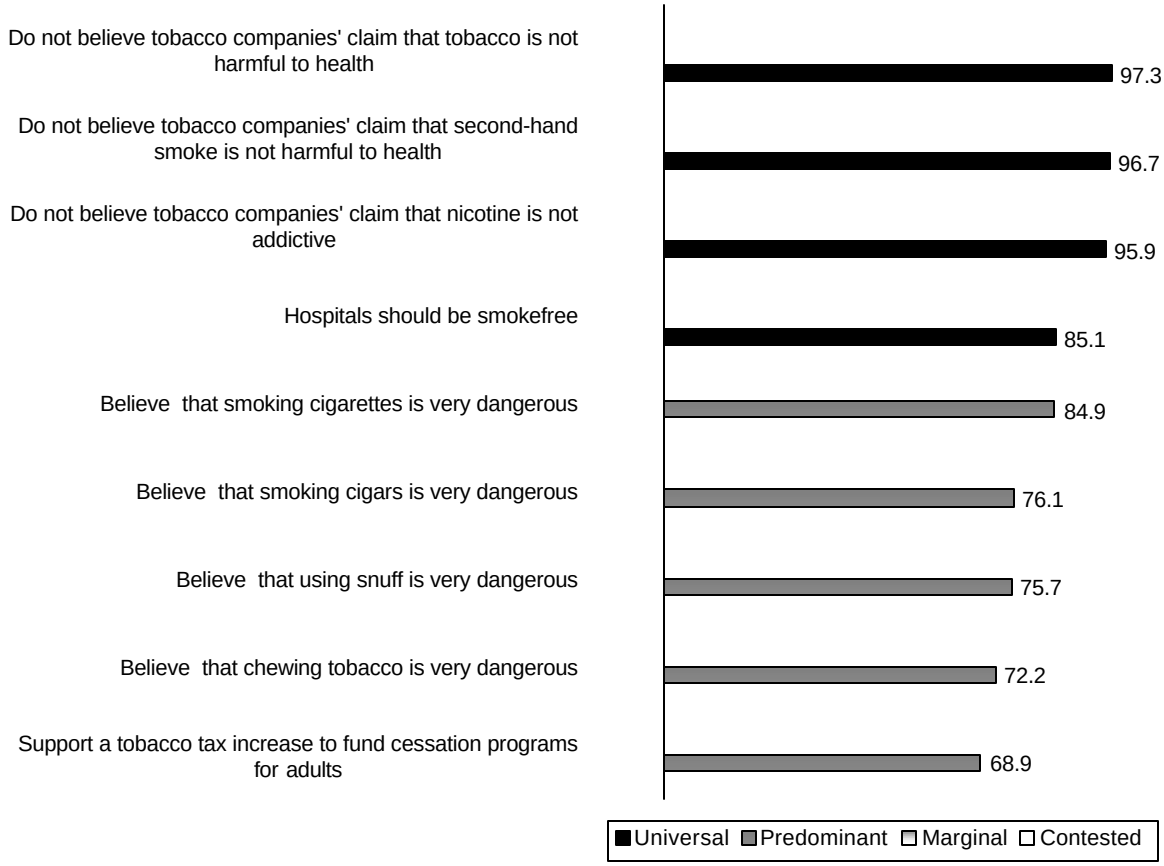
Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who believe that smoking should not be allowed in hospitals increased from 76.1 to 85.1 percent

Mississippi, 2001: A Step Ahead

- Support an increase in state tobacco taxes to fund adult cessation programs -- Mississippi: 68.9%; United States: 58.7%
- Believe that smoking cigarettes is very dangerous -- Mississippi: 84.9%; United States: 81.0%
- Believe that smoking cigars is very dangerous -- Mississippi: 76.1%; United States: 65.2%

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care	Year	Percentage	*p*
Hospitals should be smokefree	2001	85.1	**0.000**
	2000	76.1	
Support a tobacco tax increase to fund cessation programs for adults	2001	68.9	0.078
	2000	65.1	
Do not believe tobacco companies' claim that nicotine is not addictive	2001	95.9	0.349
	2000	95.1	
Do not believe tobacco companies' claim that tobacco is not harmful to health	2001	97.3	0.567
	2000	96.9	
Do not believe tobacco companies' claim that ETS is not harmful to health	2001	96.7	0.700
	2000	96.4	
Believe that chewing tobacco is very dangerous	2001	72.2	0.675
	2000	73.0	
Believe that smoking cigarettes is very dangerous	2001	84.9	0.301
	2000	83.2	
Believe that using snuff is very dangerous	2001	75.7	0.967
	2000	75.8	
Believe that smoking cigars is very dangerous	2001	76.1	0.586
	2000	75.0	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Health and Medical Care	Sample	Percentage	*p*
Hospitals should be smokefree	MS	85.1	0.325
	US	83.9	
Support a tobacco tax increase to fund cessation programs for adults	MS	68.9	**0.000**
	US	58.7	
Do not believe tobacco companies' claim that nicotine is not addictive	MS	95.9	
	US	96.0	0.868
Do not believe tobacco companies' claim that tobacco is not harmful to health	MS	97.3	0.626
	US	97.6	
Do not believe tobacco companies' claim that ETS is not harmful to health	MS	96.7	0.097
	US	95.7	
Believe that chewing tobacco is very dangerous	MS	72.2	0.484
	US	73.2	
Believe that smoking cigarettes is very dangerous	MS	84.9	**0.001**
	US	81.0	
Believe that using snuff is very dangerous	MS	75.7	0.633
	US	75.0	
Believe that smoking cigars is very dangerous	MS	76.1	**0.000**
	US	65.2	

Detailed Tables

- More than 85 percent of Mississippi adults reported that smoking should not be at all in hospitals. Practically everyone believes that there should be at some limitations on smoking in hospitals.

- Almost 70 percent of adults support an increase in state tobacco taxes to fund adult cessation programs. However, support is stronger in females than males, nonsmokers than smokers, and African Americans than white respondents.

- Approximately three-fourths of adults believe smoking cigars, chewing tobacco, and using snuff to be very dangerous; while almost 85 percent of adults believe smoking cigarettes to be very dangerous. Note that there is considerable variation across demographic groups in the recognition of the health risks of tobacco.

- Practically no Mississippi adults believe the claims that nicotine is not addictive, tobacco is not harmful, and second-hand smoke is not harmful.

Table 6.1 Should Smoking Be Allowed in Hospitals

"In hospitals, do you think that smoking should be allowed in all areas, is 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	0.1	14.8	**85.0**	
Rural	0.0	15.9	**84.1**	
Urban	0.2	14.0	**85.8**	.298
Nonsmoker	0.2	9.8	**90.0**	
Smoker	0.0	32.9	**67.1**	.000
Male	0.3	16.8	**82.9**	
Female	0.0	13.0	**87.0**	.036
White	0.1	18.1	**81.8**	
African American	0.0	8.6	**91.4**	.000
18-24 years of age	0.5	11.2	**88.3**	
25-44 years of age	0.0	15.2	**84.8**	
45-64 years of age	0.2	15.0	**84.8**	
65 years of age and older	0.0	16.3	**83.7**	.445
Not a high school graduate	0.0	19.4	**80.6**	
High school graduate	0.0	14.5	**85.5**	
Some college	0.3	14.9	**84.8**	
College Graduate	0.0	13.4	**86.6**	.378

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	*p*
Total	**23.0**	45.9	25.0	6.1	
Rural	**22.6**	45.5	25.4	6.4	
Urban	**23.2**	46.1	24.8	5.9	.958
Nonsmoker	**24.9**	49.5	21.2	4.3	
Smoker	**16.2**	33.0	38.0	12.8	.000
Male	**20.2**	42.2	30.2	7.4	
Female	**25.6**	49.2	20.3	5.0	.000
White	**19.7**	42.6	29.9	7.8	
African American	**29.9**	52.5	14.5	3.1	.000
18-24 years of age	**26.2**	54.6	12.0	7.1	
25-44 years of age	**25.3**	45.2	23.9	5.7	
45-64 years of age	**20.6**	44.8	28.7	5.9	
65 years of age and older	**19.5**	42.1	30.8	7.7	.001
Not a high school graduate	**23.6**	52.9	17.8	5.7	
High school graduate	**23.4**	45.8	25.5	5.3	
Some college	**21.6**	44.3	27.6	6.5	
College Graduate	**23.5**	44.4	25.0	7.1	.481

Note: 3.2 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	3.5	53.3	**42.7**	
Rural	0.7	3.6	51.9	**43.8**	
Urban	0.6	3.3	54.2	**41.9**	.838
Nonsmoker	0.5	3.0	53.7	**42.8**	
Smoker	0.9	5.0	51.9	**42.2**	.272
Male	1.2	4.0	54.9	**39.9**	
Female	0.1	2.9	51.8	**45.1**	.014
White	0.3	3.0	50.4	**46.3**	
African American	1.0	4.4	58.1	**36.5**	.002
18-24 years of age	1.6	0.5	61.8	**36.0**	
25-44 years of age	0.2	4.5	50.5	**44.8**	
45-64 years of age	0.6	3.7	52.3	**43.4**	
65 years of age and older	1.5	2.5	55.3	**40.7**	.018
Not a high school graduate	1.7	4.5	57.3	**36.5**	
High school graduate	0.4	4.9	55.0	**39.8**	
Some college	0.5	2.1	53.4	**44.1**	
College Graduate	0.3	2.6	49.2	**48.0**	.027

Note: 2.5 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	0.4	2.3	53.5	**43.8**	
Rural	0.3	2.6	52.4	**44.7**	
Urban	0.5	2.1	54.2	**43.3**	.811
Nonsmoker	0.2	2.1	53.1	**44.6**	
Smoker	0.9	2.8	55.3	**40.9**	.119
Male	0.6	3.0	54.9	**41.5**	
Female	0.3	1.6	52.2	**45.9**	.101
White	0.3	2.2	51.1	**46.4**	
African American	0.6	2.4	57.1	**39.8**	.103
18-24 years of age	0.0	2.7	56.8	**40.5**	
25-44 years of age	0.0	2.4	50.3	**47.3**	
45-64 years of age	0.8	2.3	54.3	**42.6**	
65 years of age and older	0.5	1.5	58.2	**39.8**	.221
Not a high school graduate	0.0	5.6	56.4	**38.0**	
High school graduate	0.2	2.4	56.5	**40.9**	
Some college	0.5	1.0	53.8	**44.7**	
College Graduate	0.5	1.8	48.0	**49.8**	.007

Note: 1.3 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	0.6	2.6	53.9	**42.8**	
Rural	0.7	2.8	55.0	**41.6**	
Urban	0.6	2.5	53.2	**43.7**	.864
Nonsmoker	0.3	2.0	53.6	**44.1**	
Smoker	1.7	5.3	55.1	**38.0**	.000
Male	0.6	3.7	55.7	**40.0**	
Female	0.6	1.7	52.4	**45.3**	.032
White	0.5	2.5	52.4	**44.6**	
African American	0.8	2.7	56.2	**40.2**	.442
18-24 years of age	0.0	2.2	56.2	**41.6**	
25-44 years of age	0.5	3.1	50.8	**45.5**	
45-64 years of age	1.0	3.2	54.4	**41.4**	
65 years of age and older	0.5	0.5	59.8	**39.2**	.250
Not a high school graduate	0.6	3.5	59.5	**36.4**	
High school graduate	0.6	2.9	56.6	**39.9**	
Some college	0.5	2.9	53.1	**43.5**	
College Graduate	0.8	1.8	48.6	**48.9**	.231

Note: 3.6 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	**72.2**	25.1	2.7	
Rural	**69.9**	27.5	2.7	
Urban	**73.8**	23.4	2.7	.219
Nonsmoker	**76.1**	22.4	1.5	
Smoker	**57.3**	35.4	7.3	.000
Male	**65.6**	30.3	4.1	
Female	**77.8**	20.5	1.7	.000
White	**71.2**	26.1	2.7	
African American	**73.9**	23.1	3.0	.470
18-24 years of age	**74.3**	21.3	4.4	
25-44 years of age	**70.0**	27.2	2.8	
45-64 years of age	**72.3**	25.7	2.0	
65 years of age and older	**75.9**	20.9	3.2	.312
Not a high school graduate	**64.7**	28.7	6.6	
High school graduate	**71.5**	25.6	2.9	
Some college	**73.9**	24.8	1.3	
College Graduate	**74.2**	23.7	2.0	.014

Note: 4.4 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	**84.9**	14.3	0.8	
Rural	**84.7**	14.4	1.0	
Urban	**85.1**	14.2	0.7	.833
Nonsmoker	**90.5**	9.0	0.5	
Smoker	**64.6**	33.9	1.6	.000
Male	**81.0**	18.2	0.7	
Female	**88.2**	10.9	0.9	.000
White	**85.0**	14.2	0.8	
African American	**85.4**	14.0	0.6	.891
18-24 years of age	**82.4**	15.4	2.1	
25-44 years of age	**84.1**	15.0	0.9	
45-64 years of age	**84.8**	14.8	0.4	
65 years of age and older	**89.3**	10.2	0.5	.178
Not a high school graduate	**80.6**	17.2	2.2	
High school graduate	**83.1**	16.1	0.8	
Some college	**86.3**	13.2	0.5	
College Graduate	**87.5**	12.5	0.0	.034

Note: 1.0 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	**75.7**	22.4	1.9	
Rural	**74.1**	23.8	2.1	
Urban	**76.8**	21.3	1.8	.498
Nonsmoker	**79.9**	19.1	1.1	
Smoker	**59.5**	35.2	5.3	.000
Male	**69.0**	28.3	2.6	
Female	**81.5**	17.2	1.3	.000
White	**73.6**	24.6	1.8	
African American	**79.3**	18.2	2.4	.024
18-24 years of age	**78.1**	19.1	2.8	
25-44 years of age	**71.2**	27.2	1.6	
45-64 years of age	**76.7**	21.6	1.7	
65 years of age and older	**84.4**	12.3	3.4	.001
Not a high school graduate	**70.4**	27.0	2.5	
High school graduate	**75.9**	21.3	2.8	
Some college	**76.7**	22.3	1.1	
College Graduate	**76.0**	22.7	1.3	.329

Note: 7.2 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	*p*
Total	**76.1**	21.1	2.8	
Rural	**75.9**	21.5	2.6	
Urban	**76.2**	20.9	2.8	.953
Nonsmoker	**81.6**	16.5	1.8	
Smoker	**55.2**	38.6	6.2	.000
Male	**70.4**	25.8	3.9	
Female	**81.2**	17.0	1.8	.000
White	**73.4**	23.2	3.4	
African American	**81.7**	16.8	1.5	.001
18-24 years of age	**75.4**	20.2	4.4	
25-44 years of age	**74.3**	23.4	2.3	
45-64 years of age	**76.4**	21.4	2.2	
65 years of age and older	**81.1**	15.3	3.6	.185
Not a high school graduate	**72.2**	24.9	3.0	
High school graduate	**75.2**	20.9	3.9	
Some college	**77.4**	20.3	2.3	
College Graduate	**77.0**	21.2	1.8	.438

Note: 3.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Universal Norms, Beliefs and Practices

- 1.8 million Mississippi adults (85.3 percent) believe that indoor sporting events should be smokefree

Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who report that indoor shopping malls in their community are smokefree increased from 60.3 to 71.2 percent
- The percentage of Mississippi adults who report that convenience restaurants in their community are smokefree increased from 38.9 to 45.8 percent
- The percentage of Mississippi adults who report that fast food restaurants in their community are smokefree increased from 31.0 to 37.9 percent
- The percentage of Mississippi adults who report that indoor sporting events in their community are smokefree increased from 75.6 to 80.5 percent
- The percentage of Mississippi adults who believe that indoor shopping malls should be smokefree increased from 71.5 to 79.5 percent

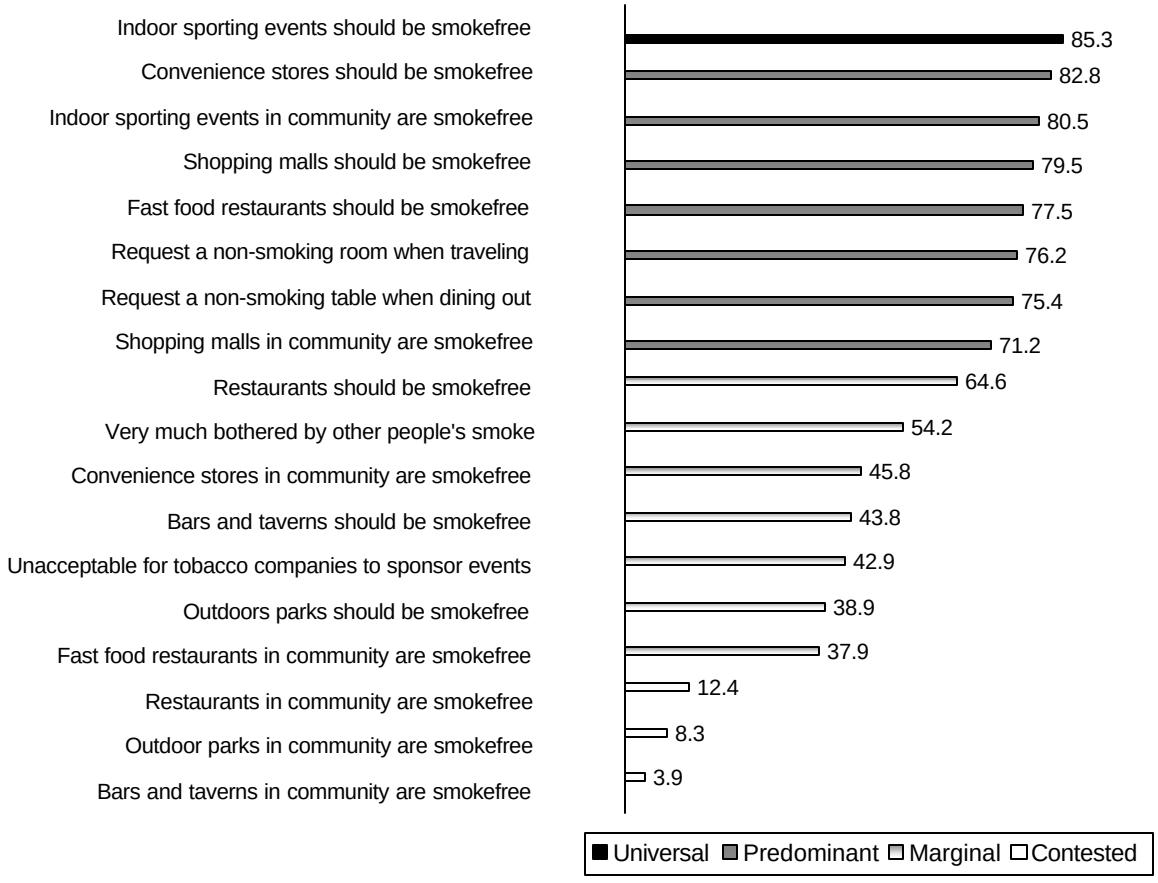
Mississippi, 2001: A Step Ahead

- Report being very much bothered by other people's smoke --
  Mississippi: 54.2%; United States: 48.1%
- Believe that indoor shopping malls should be smokefree --
  Mississippi: 79.5%; United States: 75.3%
- Believe that restaurants should be smokefree --
  Mississippi: 64.6%; United States: 61.4%
- Believe that bars and taverns should be smokefree --
  Mississippi: 43.8%; United States: 33.2%
- Believe that indoor sporting events should be smokefree --
  Mississippi: 85.3%; United States: 80.4%
- Believe that outdoor parks should be smokefree --
  Mississippi: 38.9%; United States: 25.2%
- Believe it is unacceptable for tobacco companies to sponsor sporting or cultural events --
  Mississippi: 42.9%; United States: 36.8%

Mississippi, 2001: A Step Behind

- Report that indoor shopping malls in their community are smokefree --
  Mississippi: 71.2%; United States: 77.0%
- Report that convenience stores in their community are smokefree --
  Mississippi: 45.8%; United States: 73.7%
- Report that fast food restaurants in their community are smokefree --
  Mississippi: 37.9%; United States: 57.8%
- Report that restaurants in their community are smokefree --
  Mississippi: 12.4%; United States: 28.1%
- Report that bars and taverns in their community are smokefree --
  Mississippi: 3.9%; United States: 12.4%
- Believe that convenience stores should be smokefree --
  Mississippi: 82.8%; United States: 86.9%

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



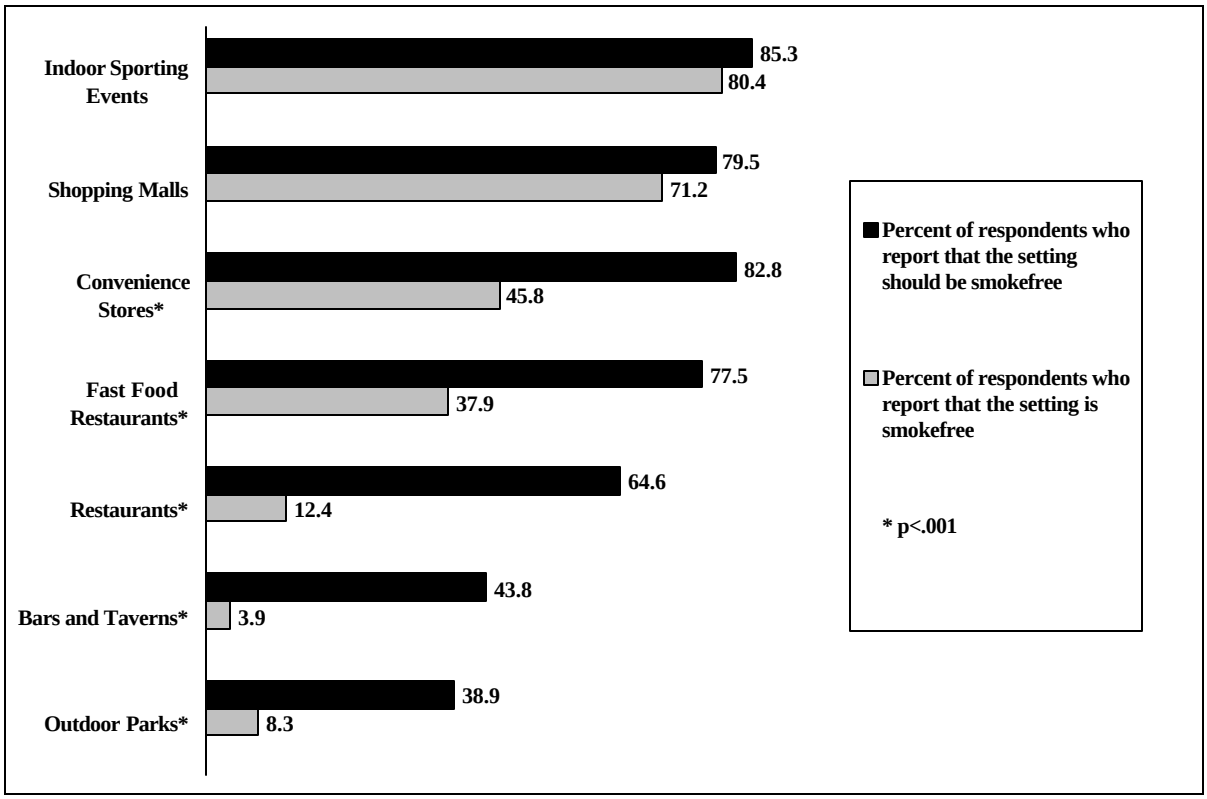
Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Sports, and Leisure	Year	Percentage	*p*
Very much bothered by other people's smoke	2001	54.2	0.902
	2000	54.5	
Indoor shopping malls in community are smokefree	2001	71.2	**0.000**
	2000	60.3	
Convenience stores in community are smokefree	2001	45.8	**0.004**
	2000	38.9	
Fast food restaurants in community are smokefree	2001	37.9	**0.002**
	2000	31.0	
Restaurants in community are smokefree	2001	12.4	0.093
	2000	10.1	
Bars and taverns in community are smokefree	2001	3.9	0.461
	2000	4.8	
Indoor sporting events in community are smokefree	2001	80.5	**0.022**
	2000	75.6	
Outdoor parks in community are smokefree	2001	8.3	0.591
	2000	9.0	
Indoor shopping malls should be smokefree	2001	79.5	**0.000**
	2000	71.5	
Convenient stores should be smokefree	2001	82.8	
	2000	80.2	0.129
Fast food restaurants should be smokefree	2001	77.5	
	2000	77.1	0.846
Restaurants should be smokefree	2001	64.6	0.325
	2000	66.7	
Bars and taverns should be smokefree	2001	43.8	0.329
	2000	46.1	
Indoor sporting events should be smokefree	2001	85.3	0.061
	2000	82.2	
Outdoor parks should be smokefree	2001	38.9	0.410
	2000	40.7	
Request a non-smoking table when dining out	2001	75.4	0.131
	2000	72.4	
Request a non-smoking room when traveling	2001	76.2	0.127
	2000	73.1	
Unacceptable for tobacco companies to sponsor events	2001	42.9	0.441
	2000	44.7	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Recreation, Leisure, and Sports	Sample	Percentage	*p*
Very much bothered by other people's smoke	MS	54.2	**0.000**
	US	48.1	
Indoor shopping malls in community are smokefree	MS	71.2	**0.000**
	US	77.0	
Convenience stores in community are smokefree	MS	45.8	**0.000**
	US	73.7	
Fast food restaurants in community are smokefree	MS	37.9	**0.000**
	US	57.8	
Restaurants in community are smokefree	MS	12.4	**0.000**
	US	28.1	
Bars and taverns in community are smokefree	MS	3.9	**0.000**
	US	12.4	
Indoor sporting events in community are smokefree	MS	80.5	0.396
	US	81.7	
Outdoor parks in community are smokefree	MS	8.3	0.712
	US	7.9	
Indoor shopping malls should be smokefree	MS	79.5	**0.001**
	US	75.3	
Convenient stores should be smokefree	MS	82.8	**0.000**
	US	86.9	
Fast food restaurants should be smokefree	MS	77.5	0.054
	US	80.0	
Restaurants should be smokefree	MS	64.6	
	US	61.4	**0.034**
Bars and taverns should be smokefree	MS	43.8	**0.000**
	US	33.2	
Indoor sporting events should be smokefree	MS	85.3	**0.000**
	US	80.4	
Outdoor parks should be smokefree	MS	38.9	**0.000**
	US	25.2	
Request a non-smoking table when dining out	MS	75.4	0.068
	US	72.8	
Request a non-smoking room when traveling	MS	76.2	0.434
	US	75.1	
Unacceptable for tobacco companies to sponsor events	MS	42.9	**0.000**
	US	36.8	

Percent of respondents who report that recreational settings in their community are smokefree and the percent of respondents who report that these settings should be smokefree



Detailed Tables

- Slightly more than half of Mississippi adults reported that they are very much bothered by other people's cigarette smoke. However, there is substantial variation across sociodemographic groups.

- Although more than two-thirds of Mississippi adults believe that restaurants, shopping malls, convenience stores, and indoor sporting events should be smokefree, public policies do not reflect these attitudes.

- In general, females are more supportive of smoking restrictions in recreational settings than males, and nonsmokers are more supportive than smokers.

- When dining out, 75 percent of adults in Mississippi request a table in the non-smoking section. When traveling, about two-thirds request a non-smoking room.

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	16.0	12.9	16.8	**54.2**	
Rural	18.1	10.2	15.8	**55.6**	
Urban	14.3	14.8	17.6	**53.3**	.012
Nonsmoker	6.3	10.2	16.6	**66.9**	
Smoker	50.8	22.8	17.8	**8.6**	.000
Male	20.3	16.2	17.3	**46.2**	
Female	12.1	10.1	16.5	**61.4**	.000
White	16.8	14.3	18.5	**50.4**	
African American	14.9	10.6	12.4	**62.1**	.000
18-24 years of age	16.5	19.7	21.3	**42.6**	
25-44 years of age	12.8	14.5	18.5	**54.3**	
45-64 years of age	17.4	11.2	14.3	**57.0**	
65 years of age and older	21.1	6.9	14.2	**57.8**	.000
Not a high school graduate	18.9	12.8	15.0	**53.3**	
High school graduate	18.8	14.6	13.2	**53.5**	
Some college	17.5	12.2	19.5	**50.8**	
College Graduate	9.7	11.4	19.7	**59.2**	.002

Note: 0.5 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	**71.2**	22.8	6.0	
Rural	**71.1**	23.3	5.5	
Urban	**71.3**	22.3	6.3	.801
Nonsmoker	**67.5**	25.2	7.4	
Smoker	**83.4**	15.0	1.7	.000
Male	**69.9**	22.7	7.4	
Female	**72.2**	22.9	4.9	.164
White	**77.2**	17.7	5.1	
African American	**60.2**	31.7	8.0	.000
18-24 years of age	**69.0**	24.4	6.5	
25-44 years of age	**71.5**	22.6	5.9	
45-64 years of age	**71.3**	22.2	6.5	
65 years of age and older	**72.6**	23.3	4.1	.952
Not a high school graduate	**71.1**	24.6	4.2	
High school graduate	**71.9**	22.4	5.8	
Some college	**70.4**	23.6	6.0	
College Graduate	**70.7**	22.0	7.3	.899

Note: 15.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	0.4	20.1	**79.5**	
Rural	0.6	19.8	**79.5**	
Urban	0.3	20.3	**79.4**	.703
Nonsmoker	0.3	15.7	**84.1**	
Smoker	0.9	36.1	**63.0**	.000
Male	0.4	24.7	**74.9**	
Female	0.4	16.0	**83.6**	.000
White	0.5	22.3	**77.2**	
African American	0.2	15.3	**84.5**	.004
18-24 years of age	0.5	19.0	**80.4**	
25-44 years of age	0.2	21.8	**78.0**	
45-64 years of age	0.6	18.7	**80.7**	
65 years of age and older	1.0	19.6	**79.4**	.646
Not a high school graduate	1.7	20.4	**77.9**	
High school graduate	0.2	20.6	**79.2**	
Some college	0.5	20.3	**79.2**	
College Graduate	0.0	19.2	**80.8**	.140

Note: 0.7 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	*p*
Total	**45.8**	10.9	43.4	
Rural	**44.9**	11.2	43.9	
Urban	**46.4**	10.7	42.9	.869
Nonsmoker	**43.0**	11.2	45.8	
Smoker	**54.5**	10.1	35.4	.002
Male	**48.9**	9.1	42.0	
Female	**42.7**	12.7	44.7	.033
White	**39.2**	10.1	50.8	
African American	**57.2**	12.1	30.7	.000
18-24 years of age	**44.0**	13.7	42.3	
25-44 years of age	**46.8**	10.3	42.9	
45-64 years of age	**46.1**	10.4	43.5	
65 years of age and older	**43.8**	10.9	45.3	.916
Not a high school graduate	**54.6**	15.1	30.3	
High school graduate	**51.1**	11.2	37.7	
Some college	**44.8**	9.4	45.8	
College Graduate	**35.8**	9.6	54.5	.000

Note: 17.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	4.4	12.7	**82.8**	
Rural	4.2	12.9	**82.8**	
Urban	4.6	12.6	**82.8**	.941
Nonsmoker	2.9	10.0	**87.1**	
Smoker	10.2	22.7	**67.1**	.000
Male	6.5	15.3	**78.2**	
Female	2.7	10.4	**86.9**	.000
White	5.7	13.4	**80.9**	
African American	1.4	11.4	**87.1**	.000
18-24 years of age	3.8	16.8	**79.3**	
25-44 years of age	3.1	13.6	**83.3**	
45-64 years of age	5.6	12.0	**82.5**	
65 years of age and older	5.5	8.5	**85.9**	.098
Not a high school graduate	7.3	12.4	**80.2**	
High school graduate	3.1	13.0	**83.9**	
Some college	5.7	13.7	**80.6**	
College Graduate	3.8	11.0	**85.1**	.177

Note: 2.9 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	*p*
Total	**37.9**	55.7	6.4	
Rural	**35.2**	59.7	5.0	
Urban	**39.2**	52.8	7.3	.025
Nonsmoker	**34.4**	58.1	7.4	
Smoker	**49.7**	47.4	3.0	.000
Male	**38.7**	53.8	7.5	
Female	**37.1**	57.6	5.3	.160
White	**37.8**	54.3	7.9	
African American	**37.9**	58.4	3.7	.012
18-24 years of age	**44.1**	49.7	6.2	
25-44 years of age	**37.0**	57.4	5.6	
45-64 years of age	**37.3**	56.8	5.9	
65 years of age and older	**35.9**	53.6	10.5	.213
Not a high school graduate	**37.7**	57.1	5.2	
High school graduate	**37.3**	57.0	5.8	
Some college	**38.3**	56.1	5.6	
College Graduate	**38.1**	53.2	8.7	.603

Note: 11.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	21.9	**77.5**	
Rural	0.6	23.1	**76.2**	
Urban	0.6	21.1	**78.3**	.633
Nonsmoker	0.3	17.2	**82.5**	
Smoker	1.9	38.9	**59.3**	.000
Male	1.0	25.3	**73.7**	
Female	0.3	19.0	**80.7**	.002
White	0.6	22.8	**76.5**	
African American	0.6	20.2	**79.2**	.506
18-24 years of age	0.0	30.3	**69.7**	
25-44 years of age	0.5	22.6	**76.9**	
45-64 years of age	0.8	19.4	**79.8**	
65 years of age and older	1.0	18.8	**80.2**	.051
Not a high school graduate	0.6	22.3	**77.1**	
High school graduate	0.8	21.4	**77.8**	
Some college	0.8	25.8	**73.4**	
College Graduate	0.3	18.0	**81.8**	.190

Note: 0.9 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	**12.4**	85.1	2.4	
Rural	**13.3**	84.0	2.7	
Urban	**11.9**	85.9	2.3	.622
Nonsmoker	**11.5**	85.9	2.5	
Smoker	**15.8**	82.3	1.9	.122
Male	**13.9**	83.1	3.0	
Female	**11.2**	86.8	2.0	.133
White	**9.7**	87.6	2.7	
African American	**17.9**	80.0	2.2	.000
18-24 years of age	**15.4**	81.9	2.7	
25-44 years of age	**11.6**	85.8	2.6	
45-64 years of age	**11.1**	87.0	1.8	
65 years of age and older	**15.9**	80.6	3.5	.373
Not a high school graduate	**22.0**	75.5	2.5	
High school graduate	**13.2**	84.9	1.9	
Some college	**10.6**	86.5	2.9	
College Graduate	**8.4**	88.7	2.8	.001

Note: 5.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	0.4	35.0	**64.6**	
Rural	0.5	31.6	**67.9**	
Urban	0.3	37.4	**62.2**	.061
Nonsmoker	0.3	28.7	**71.1**	
Smoker	0.9	57.9	**41.2**	.000
Male	0.7	39.7	**59.6**	
Female	0.3	30.8	**69.0**	.000
White	0.6	38.9	**60.4**	
African American	0.0	26.2	**73.8**	.000
18-24 years of age	0.0	41.6	**58.4**	
25-44 years of age	0.3	37.8	**61.8**	
45-64 years of age	0.6	31.1	**68.3**	
65 years of age and older	0.5	30.4	**69.1**	.060
Not a high school graduate	0.6	29.1	**70.4**	
High school graduate	0.4	30.8	**68.8**	
Some college	0.5	41.8	**57.7**	
College Graduate	0.2	36.2	**63.6**	.018

Note: 0.8 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	*p*
Total	**3.9**	16.9	79.2	
Rural	**5.1**	19.2	75.6	
Urban	**3.2**	15.6	81.2	.117
Nonsmoker	**4.2**	18.5	77.3	
Smoker	**3.0**	12.4	84.5	.066
Male	**4.2**	16.0	79.8	
Female	**3.6**	17.9	78.6	.710
White	**2.6**	12.8	84.7	
African American	**5.5**	24.1	70.4	.000
18-24 years of age	**6.5**	13.5	80.0	
25-44 years of age	**3.1**	16.7	80.1	
45-64 years of age	**2.8**	19.1	78.0	
65 years of age and older	**6.5**	16.1	77.4	.336
Not a high school graduate	**7.3**	8.5	84.1	
High school graduate	**4.5**	16.3	79.2	
Some college	**2.6**	17.5	79.8	
College Graduate	**2.6**	19.6	77.8	.000

Note: 41.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	28.3	27.9	**43.8**	
Rural	27.0	25.0	**48.1**	
Urban	29.2	30.1	**40.8**	.024
Nonsmoker	22.3	26.2	**51.5**	
Smoker	49.2	34.1	**16.7**	.000
Male	34.6	27.5	**37.9**	
Female	22.6	28.4	**49.0**	.000
White	33.2	26.7	**40.1**	
African American	18.5	30.2	**51.2**	.000
18-24 years of age	35.2	34.6	**30.2**	
25-44 years of age	29.7	32.2	**38.1**	
45-64 years of age	26.9	23.0	**50.1**	
65 years of age and older	19.8	19.8	**60.5**	.000
Not a high school graduate	21.6	24.2	**54.2**	
High school graduate	29.6	23.8	**46.5**	
Some college	30.6	31.4	**38.0**	
College Graduate	27.0	32.2	**40.9**	.004

Note: 11.1 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	*p*
Total	**80.5**	12.5	6.9	
Rural	**78.6**	14.4	7.0	
Urban	**81.8**	11.3	6.9	.286
Nonsmoker	**78.3**	13.4	8.2	
Smoker	**87.6**	9.8	2.6	.001
Male	**81.3**	11.3	7.4	
Female	**79.7**	13.8	6.5	.417
White	**81.8**	12.6	5.6	
African American	**78.7**	12.7	8.7	.128
18-24 years of age	**83.3**	12.2	4.5	
25-44 years of age	**78.4**	12.4	9.2	
45-64 years of age	**81.4**	14.5	4.1	
65 years of age and older	**82.4**	7.6	10.1	.020
Not a high school graduate	**74.5**	15.5	10.0	
High school graduate	**83.4**	11.8	4.9	
Some college	**79.0**	14.5	6.5	
College Graduate	**79.9**	10.9	9.1	.137

Note: 23.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	1.4	13.3	**85.3**	
Rural	2.0	12.5	**85.5**	
Urban	1.1	13.9	**85.1**	.280
Nonsmoker	1.1	9.8	**89.1**	
Smoker	2.5	26.2	**71.3**	.000
Male	1.9	15.3	**82.8**	
Female	1.0	11.5	**87.5**	.031
White	1.9	14.9	**83.2**	
African American	0.6	9.7	**89.7**	.003
18-24 years of age	2.7	9.1	**88.2**	
25-44 years of age	1.4	16.8	**81.8**	
45-64 years of age	1.6	12.6	**85.9**	
65 years of age and older	0.0	8.5	**91.5**	.005
Not a high school graduate	1.7	14.9	**83.4**	
High school graduate	0.2	12.0	**87.8**	
Some college	2.3	14.4	**83.3**	
College Graduate	1.5	13.5	**85.0**	.135

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	*p*
Total	**8.3**	10.1	81.6	
Rural	**9.7**	10.5	79.9	
Urban	**7.3**	9.9	82.7	.309
Nonsmoker	**8.7**	9.5	81.8	
Smoker	**7.0**	12.2	80.8	.302
Male	**7.7**	10.3	82.0	
Female	**8.8**	10.1	81.0	.761
White	**7.0**	7.9	85.1	
African American	**10.9**	13.9	75.2	.000
18-24 years of age	**8.8**	11.1	80.1	
25-44 years of age	**8.2**	10.2	81.6	
45-64 years of age	**8.4**	10.5	81.1	
65 years of age and older	**7.6**	7.6	84.8	.963
Not a high school graduate	**7.9**	6.4	85.7	
High school graduate	**10.1**	13.2	76.7	
Some college	**6.8**	9.8	83.3	
College Graduate	**7.4**	8.6	84.0	.081

Note: 17.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.15 Should Outdoor Parks 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	31.5	29.5	**38.9**	
Rural	31.3	28.9	**39.8**	
Urban	31.8	30.0	**38.2**	.811
Nonsmoker	26.2	28.4	**45.4**	
Smoker	50.8	33.6	**15.6**	.000
Male	40.1	27.7	**32.2**	
Female	24.1	31.1	**44.8**	.000
White	35.9	29.1	**35.0**	
African American	22.2	30.6	**47.2**	.000
18-24 years of age	26.7	32.1	**41.2**	
25-44 years of age	30.1	31.1	**38.8**	
45-64 years of age	34.5	27.8	**37.7**	
65 years of age and older	33.2	26.5	**40.3**	.434
Not a high school graduate	37.2	22.7	**40.1**	
High school graduate	26.8	30.1	**43.1**	
Some college	35.0	30.8	**34.2**	
College Graduate	30.8	31.6	**37.6**	.021

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	**75.3**	10.7	13.9	
Rural	**75.3**	13.1	11.6	
Urban	**75.4**	9.0	15.6	.009
Nonsmoker	**89.5**	1.3	9.2	
Smoker	**22.8**	46.0	31.2	.000
Male	**71.1**	11.8	17.1	
Female	**79.1**	9.7	11.2	.001
White	**71.2**	13.4	15.3	
African American	**83.1**	5.7	11.2	.000
18-24 years of age	**69.4**	11.3	19.4	
25-44 years of age	**75.2**	9.7	15.2	
45-64 years of age	**74.1**	13.6	12.3	
65 years of age and older	**85.0**	5.7	9.3	.002
Not a high school graduate	**67.1**	19.4	13.5	
High school graduate	**75.6**	11.1	13.3	
Some college	**72.5**	13.1	14.4	
College Graduate	**81.3**	5.0	13.7	.000

Note: 2.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

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	*p*
Total	**76.2**	23.8	
Rural	**74.4**	25.6	
Urban	**77.4**	22.6	.197
Nonsmoker	**90.8**	9.2	
Smoker	**24.5**	75.5	.000
Male	**71.9**	28.1	
Female	**80.0**	20.0	.000
White	**72.6**	27.4	
African American	**82.5**	17.5	.000
18-24 years of age	**73.2**	26.8	
25-44 years of age	**75.8**	24.2	
45-64 years of age	**76.4**	23.6	
65 years of age and older	**80.1**	19.9	.502
Not a high school graduate	**65.8**	34.2	
High school graduate	**73.6**	26.4	
Some college	**74.0**	26.0	
College Graduate	**85.8**	14.2	.000

Note: 5.5 percent of respondents reported *Don't Know* or refused.
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	*p*
Total	12.2	44.8	31.2	**11.7**	
Rural	10.8	41.0	34.5	**13.7**	
Urban	13.3	47.4	28.8	**10.5**	.011
Nonsmoker	8.7	40.8	36.3	**14.2**	
Smoker	24.0	58.3	14.1	**3.5**	.000
Male	16.4	48.2	26.1	**9.3**	
Female	8.2	41.5	36.1	**14.2**	.000
White	15.0	47.4	28.0	**9.7**	
African American	7.2	39.0	38.1	**15.7**	.000
18-24 years of age	13.7	42.3	29.7	**14.3**	
25-44 years of age	13.7	47.1	28.3	**10.8**	
45-64 years of age	10.9	45.1	32.0	**12.0**	
65 years of age and older	9.6	39.5	40.1	**10.8**	.193
Not a high school graduate	8.1	43.0	36.2	**12.8**	
High school graduate	12.9	38.9	35.6	**12.7**	
Some college	12.4	48.2	29.5	**9.9**	
College Graduate	13.2	50.5	25.0	**11.3**	.015

Note: 9.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Universal Norms, Beliefs and Practices

- 1.9 million Mississippi adults (93.2 percent) do NOT believe the tobacco companies' claim that they do not manipulate the level of nicotine in cigarettes
- 1.8 million Mississippi adults (86.6 percent) do NOT believe the tobacco companies' claim that ads do not encourage kids to smoke

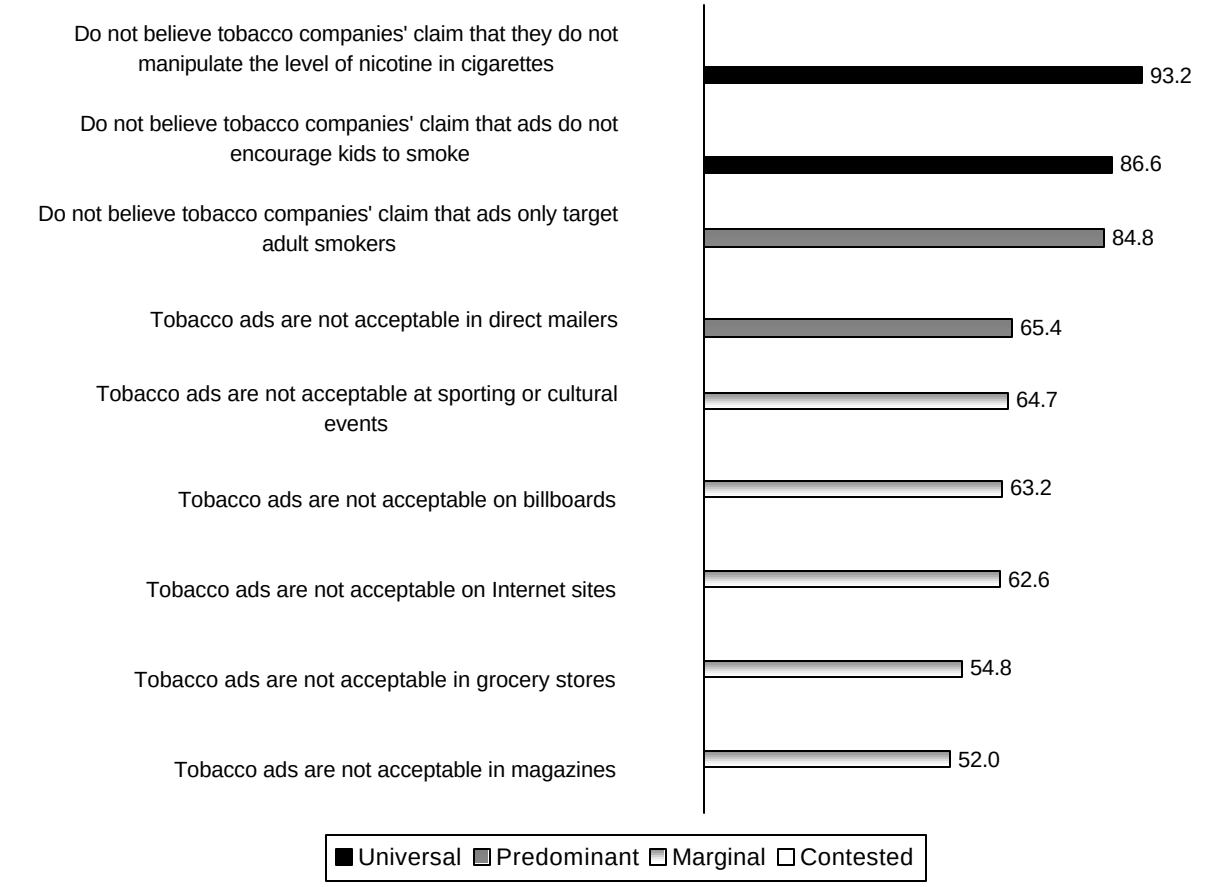
Significant Improvements from 2000 to 2001

- The percentage of Mississippi adults who believe that tobacco advertising is not acceptable on billboards increased from 57.0 to 63.2 percent
- The percentage of Mississippi adults who believe that tobacco advertising is not acceptable at sporting or cultural events increased from 59.8 to 64.7 percent

Mississippi, 2001: A Step Ahead

- Believe that tobacco ads are not acceptable in grocery stores --
  Mississippi: 54.8%; United States: 46.6%
- Believe that tobacco ads are not acceptable in magazines --
  Mississippi: 52.0%; United States: 42.1%
- Believe that tobacco ads are not acceptable on billboards --
  Mississippi: 63.2%; United States: 55.3%
- Believe that tobacco ads are not acceptable in direct mailers --
  Mississippi: 65.4%; United States: 59.5%
- Believe that tobacco ads are not acceptable on internet sites --
  Mississippi: 62.6%; United States: 53.5%
- Believe that tobacco ads are not acceptable at sporting or cultural events --
  Mississippi: 64.7%; United States: 55.8%

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



Mississippi, 2000 & 2001: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Mass Communication and Culture	Year	Percentage	*p*
Tobacco ads are not acceptable in grocery stores	2001	54.8	0.129
	2000	51.3	
Tobacco ads are not acceptable in magazines	2001	52.0	0.412
	2000	50.2	
Tobacco ads are not acceptable on billboards	2001	63.2	**0.005**
	2000	57.0	
Tobacco ads are not acceptable in direct mailers	2001	65.4	0.058
	2000	61.4	
Tobacco ads are not acceptable on internet sites	2001	62.6	0.321
	2000	60.4	
Tobacco ads are not acceptable at sporting or cultural events	2001	64.7	**0.024**
	2000	59.8	
Do not believe tobacco companies' claim that they do not manipulate nicotine levels	2001	93.2	0.647
	2000	92.7	
Do not believe tobacco companies' claim that they do not target kids	2001	86.6	0.855
	2000	86.9	
Do not believe tobacco companies' claim that ads only target adult smokers	2001	84.8	0.868
	2000	85.1	

Mississippi and the Nation: Differences in the percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

Mass Communication and Culture	Sample	Percentage	*p*
Tobacco ads are not acceptable in grocery stores	MS	54.8	**0.000**
	US	46.6	
Tobacco ads are not acceptable in magazines	MS	52.0	**0.000**
	US	42.1	
Tobacco ads are not acceptable on billboards	MS	63.2	**0.000**
	US	55.3	
Tobacco ads are not acceptable in direct mailers	MS	65.4	**0.000**
	US	59.5	
Tobacco ads are not acceptable on internet sites	MS	62.6	**0.000**
	US	53.5	
Tobacco ads are not acceptable at sporting or cultural events	MS	64.7	**0.000**
	US	55.8	
Do not believe tobacco companies' claim that they do not manipulate nicotine levels	MS	93.2	0.768
	US	93.5	
Do not believe tobacco companies' claim that they do not target kids	MS	86.6	0.071
	US	84.6	
Do not believe tobacco companies' claim that ads only target adult smokers	MS	84.8	0.192
	US	83.3	

Detailed Tables

- More than 80 percent of Mississippi adults reject the tobacco companies' claims that their ads do not target youth.

- Although more than 80 percent of adults in Mississippi believe that tobacco ads target youth, adults are divided in their support for restrictions on tobacco advertising, and there is considerable variation across demographic groups.

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	6.3	39.0	42.3	**12.4**	
Rural	6.1	36.0	44.0	**14.0**	
Urban	6.4	41.2	41.1	**11.3**	.156
Nonsmoker	4.4	32.9	48.3	**14.4**	
Smoker	12.8	60.7	21.2	**5.3**	.000
Male	6.6	44.5	37.5	**11.6**	
Female	6.0	34.1	51.2	**14.5**	.000
White	7.3	43.6	33.3	**12.7**	
African American	4.1	30.1	34.9	**14.7**	.056
18-24 years of age	9.3	40.4	39.9	**10.4**	
25-44 years of age	6.6	42.1	38.7	**12.6**	
45-64 years of age	5.0	39.0	43.6	**12.4**	
65 years of age and older	5.9	29.1	51.2	**13.8**	.038
Not a high school graduate	5.2	31.6	53.4	**9.8**	
High school graduate	6.1	33.8	45.4	**14.7**	
Some college	5.2	46.3	38.2	**10.3**	
College Graduate	7.1	42.8	37.7	**12.4**	.001

Note: 2.7 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	6.0	42.0	41.1	**11.0**	
Rural	5.6	39.6	41.6	**13.2**	
Urban	6.2	43.6	40.8	**9.4**	.099
Nonsmoker	4.0	36.8	46.5	**12.7**	
Smoker	13.2	60.7	21.4	**4.7**	.000
Male	6.9	48.5	35.0	**9.6**	
Female	5.2	36.1	46.5	**12.2**	.000
White	6.7	46.1	36.9	**10.3**	
African American	4.4	34.9	48.3	**12.3**	.000
18-24 years of age	8.7	42.6	38.3	**10.4**	
25-44 years of age	6.6	45.7	36.7	**11.0**	
45-64 years of age	4.6	41.4	43.3	**10.7**	
65 years of age and older	5.3	31.6	51.1	**12.1**	.018
Not a high school graduate	5.3	33.5	51.2	**10.0**	
High school graduate	5.7	37.0	44.4	**12.9**	
Some college	5.6	50.3	35.1	**9.0**	
College Graduate	6.4	45.0	38.4	**10.2**	.002

Note: 3.2 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	4.7	32.1	49.6	**13.6**	
Rural	4.5	30.0	50.2	**15.3**	
Urban	4.9	33.5	49.2	**12.4**	.303
Nonsmoker	2.9	27.7	53.8	**15.7**	
Smoker	11.5	47.7	34.7	**6.2**	.000
Male	5.3	39.1	44.3	**11.3**	
Female	4.2	25.7	54.3	**15.8**	.000
White	5.6	34.9	46.5	**13.0**	
African American	2.7	27.2	55.3	**14.8**	.001
18-24 years of age	6.4	34.2	45.5	**13.9**	
25-44 years of age	5.5	34.2	47.4	**13.0**	
45-64 years of age	3.3	31.7	51.8	**13.2**	
65 years of age and older	4.5	25.1	54.3	**16.1**	.230
Not a high school graduate	4.0	26.4	58.0	**11.5**	
High school graduate	4.3	29.0	52.1	**14.6**	
Some college	4.3	36.5	46.4	**12.7**	
College Graduate	5.5	34.3	46.5	**13.8**	.159

Note: 1.7 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	4.5	30.0	50.8	**14.6**	
Rural	4.4	27.4	51.8	**16.4**	
Urban	4.6	32.0	50.2	**13.3**	.161
Nonsmoker	2.7	23.9	56.6	**16.8**	
Smoker	11.4	52.4	29.7	**6.6**	.000
Male	5.1	34.8	26.2	**13.8**	
Female	4.1	25.7	55.0	**15.2**	.001
White	5.2	32.6	47.7	**14.5**	
African American	2.9	25.2	57.2	**14.7**	.002
18-24 years of age	5.9	28.2	51.1	**14.9**	
25-44 years of age	5.0	33.4	47.2	**14.4**	
45-64 years of age	3.4	31.2	50.8	**14.6**	
65 years of age and older	5.0	18.9	61.2	**14.9**	.023
Not a high school graduate	2.3	24.7	59.8	**13.2**	
High school graduate	4.7	27.3	51.9	**16.1**	
Some college	3.8	34.6	48.5	**13.1**	
College Graduate	5.8	31.5	48.3	**14.5**	.092

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

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	*p*
Total	4.9	32.5	48.7	**13.9**	
Rural	4.6	30.0	49.3	**16.1**	
Urban	5.0	34.4	48.2	**12.4**	.130
Nonsmoker	2.8	27.7	53.6	**15.8**	
Smoker	12.6	49.8	30.6	**7.0**	.000
Male	5.4	39.2	43.4	**12.0**	
Female	4.5	26.4	53.5	**15.6**	.000
White	5.7	36.4	44.2	**13.7**	
African American	3.2	25.6	57.0	**14.2**	.000
18-24 years of age	7.1	36.8	44.5	**11.5**	
25-44 years of age	5.1	35.9	44.7	**14.3**	
45-64 years of age	4.1	31.5	50.8	**13.5**	
65 years of age and older	4.7	19.2	59.9	**16.3**	.004
Not a high school graduate	3.7	22.2	61.7	**12.3**	
High school graduate	4.6	27.8	52.1	**15.6**	
Some college	4.8	38.1	45.3	**11.7**	
College Graduate	5.7	37.2	42.9	**14.2**	.001

Note: 6.8 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	*p*
Total	4.8	30.4	50.8	**13.9**	
Rural	5.0	27.7	52.2	**15.2**	
Urban	4.7	32.4	49.8	**13.1**	.239
Nonsmoker	3.0	25.9	55.5	**15.6**	
Smoker	11.4	47.0	33.7	**7.9**	.000
		36.5	44.9	**12.2**	
Male	6.4	25.0	56.1	**15.5**	.000
Female	3.4				
White	6.0	35.4	46.0	**12.7**	
African American	2.3	21.3	59.6	**16.9**	.000
18-24 years of age	4.4	29.0	51.9	**14.8**	
25-44 years of age	6.2	33.6	46.0	**14.3**	
45-64 years of age	3.6	30.6	53.1	**12.7**	
65 years of age and older	4.7	22.0	58.1	**15.2**	.056
Not a high school graduate	2.9	25.7	60.2	**11.1**	
High school graduate	4.1	23.4	56.6	**15.8**	
Some college	4.9	37.1	46.1	**11.9**	
College Graduate	6.0	34.5	44.8	**14.8**	.000

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

Table 8.7 Believe Tobacco Companies' Claim that They do not Manipulate Levels of Nicotine

"Tobacco companies are being truthful when they say they do not manipulate the level of nicotine in 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	1.2	5.6	61.9	**31.4**	
Rural	1.6	6.0	59.6	**32.8**	
Urban	0.9	5.3	63.5	**30.3**	.362
Nonsmoker	0.9	4.3	62.7	**32.2**	
Smoker	2.4	10.5	58.7	**28.3**	.000
Male	1.8	5.0	63.0	**30.2**	
Female	0.7	6.1	60.9	**32.4**	.192
White	1.5	4.9	61.7	**31.8**	
African American	0.7	6.3	62.2	**30.8**	.388
18-24 years of age	2.8	3.4	67.2	**26.6**	
25-44 years of age	1.5	8.2	57.4	**32.9**	
45-64 years of age	0.7	5.1	63.1	**31.2**	
65 years of age and older	0.0	1.2	67.6	**31.2**	.001
Not a high school graduate	1.2	7.9	62.8	**28.0**	
High school graduate	1.1	5.4	63.9	**29.6**	
Some college	2.0	4.8	62.8	**30.4**	
College Graduate	0.3	5.5	58.2	**36.0**	.251

Note: 10.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.8 Believe Tobacco Companies' Claim that They do not Target Advertising to Encourage Kids to Smoke

"Tobacco companies are being truthful when they say they do not target advertising to encourage kids 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	1.5	11.8	58.6	**28.0**	
Rural	1.7	11.5	56.3	**30.5**	
Urban	1.4	12.2	60.3	**26.1**	.312
Nonsmoker	0.5	8.7	61.2	**29.5**	
Smoker	5.2	23.0	49.5	**22.3**	.000
Male	2.0	12.8	58.4	**26.9**	
Female	1.2	11.0	58.8	**29.1**	.401
White	1.7	13.2	56.1	**29.0**	
African American	0.8	9.5	63.2	**26.5**	.030
18-24 years of age	1.7	9.6	61.2	**27.5**	
25-44 years of age	1.4	15.1	54.4	**29.0**	
45-64 years of age	1.8	10.6	60.8	**26.8**	
65 years of age and older	1.1	7.5	63.4	**28.0**	.134
Not a high school graduate	2.4	11.8	60.0	**25.9**	
High school graduate	1.3	14.4	59.6	**24.7**	
Some college	2.4	11.6	58.7	**27.2**	
College Graduate	0.8	8.8	57.2	**33.2**	.060

Note: 4.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 8.9 Believe Tobacco Companies' Claim that Advertising is Only Aimed at Getting Adult Smokers to Change Brands

"Tobacco companies are being truthful when they say advertising is only aimed at getting adult smokers to change brands. 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	1.5	13.7	59.0	**25.9**	
Rural	1.7	12.7	57.8	**27.8**	
Urban	1.2	14.4	59.9	**24.5**	.397
Nonsmoker	0.7	10.2	61.8	**27.2**	
Smoker	3.9	26.2	48.9	**21.0**	.000
Male	2.0	15.3	58.0	**24.7**	
Female	1.1	12.3	59.8	**26.8**	.167
White	1.9	14.2	57.6	**26.3**	
African American	0.2	13.0	61.3	**25.5**	.054
18-24 years of age	0.6	11.4	63.1	**25.0**	
25-44 years of age	1.4	15.7	55.9	**27.0**	
45-64 years of age	1.6	12.7	60.6	**25.1**	
65 years of age and older	1.6	12.0	60.7	**25.7**	.700
Not a high school graduate	0.6	13.9	58.4	**27.1**	
High school graduate	1.1	15.2	60.3	**23.5**	
Some college	2.7	12.9	58.4	**26.0**	
College Graduate	1.0	11.6	59.4	**28.0**	.362

Note: 6.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

CHAPTER 9
CONCLUSION

Overview

We released the first report on the Social Climate of Tobacco Control in Mississippi in 1999 (McMillen, Ritchie, Robinson, Frese, & Cosby, 1999). In 2000, we published a follow-up report that demonstrated substantial improvement in the social climate following the first year in which Mississippi had a fully-implemented comprehensive tobacco control program (McMillen, Yeager, Ritchie, Baird, Frese, & Cosby, 2000).

Cross-sectional comparisons of the 2000 and 2001 Social Climate Surveys of Tobacco Control demonstrate that Mississippi has continued to experience profound improvements in the social climate of tobacco control. On the whole, support in Mississippi increased significantly for one-third of the tobacco control indicators assessed by the Social Climate Survey (Table 9.1). The percentage of Mississippi adults who reported smoking bans in their communities increased significantly for several public settings. In 2001, more adults reported that convenience stores, fast food restaurants, indoor shopping malls, indoor sporting events, and worksites were smokefree. Similarly, more adults supported smoking bans in indoor shopping malls, daycare centers, and hospitals. Support also increased for the government regulation of the tobacco industry. More Mississippi adults reported that tobacco should be regulated as a drug, it is the responsibility of the government to regulate tobacco, taxes on tobacco are not unfair, and that stores should need a license to sell tobacco.

These observed social climate improvements in Mississippi are consistent with a growing body of evidence from several states, including Oregon, Florida, Massachusetts, and Mississippi, which have reported declines in youth smoking after implementing statewide comprehensive tobacco control programs. (Bauer, Johnson, Hopkins, & Brooks, 2000; CDC, 1993; MDPH, 2000; MSDH, 2002). However, we must draw tentative conclusions about the direct impact of the Mississippi comprehensive tobacco control program on the social climate. It is hypothetically possible that these observed improvements result from spurious factors rather than from statewide tobacco control programs. Perhaps these changes reflect a national trend related to adverse media attention and national programs. Consistent with this alternative hypothesis, analyses reveal that both Mississippi and the Nation experienced social climate improvements from 2000 to 2001 (see McMillen, Frese, & Cosby, 2001).

However, three aspects of the data suggest that the improvements in Mississippi do not simply reflect a national trend. First, analyses revealed substantial variations across the social climates of Mississippi and the Nations. Second, the social climate changes in Mississippi and the Nation were not identical. Third, cross-sectional comparisons of data from the national sample support the hypothesis that states that spend more on tobacco control programs experience concomitant improvements in the social climate.

Mississippi and the Nation, 2001

Analyses reveal substantial variations across the social climates of Mississippi and the Nation's. Data from the Social Climate Surveys reveal that Mississippi is a step ahead of the Nation with regard to attitudes and knowledge (Table 9.2), but often a step behind with clean air policies (Table 9.3). Cross-sectional comparisons of data from the Mississippi and national samples reveal that support for the government regulation of the tobacco industry,

increases in state tobacco taxes, smokefree public places, and limitations on tobacco marketing are greater among Mississippi adults than U.S. adults. Similarly, perceptions of the health risks of smoking cigars and cigarettes are also greater among Mississippi adults. The sole exception was clean air practices outside of the household. More U.S. adults report that the public places, including worksites, in their community are smokefree.

Changes from 2000 to 2001, Mississippi Compared to the Nation

Cross-sectional comparisons of national and state data reveal significant improvements in approximately one-third of the 68 social climate indicators assessed by the 2000 and 2001 surveys. Although twelve of these observed changes were detected in both the national and state samples, eleven changes were unique to Mississippi (see Table 9.4). These findings indicate that the social climates in both Mississippi and the Nation are improving, in some similar ways and in other unique ways. The presence of these unique changes suggest that the Mississippi current social climate does not simply reflect a national trend.

State Funding of Tobacco Control and the National Social Climate

The CDC's *Best Practices for Comprehensive Tobacco Control Programs* provides a minimum total funding recommendation for statewide tobacco control programs for each state. The percentage of this minimum funding recommendation was assigned as an individual variable to each respondent based on state residence. Respondents were then classified using the median funding percentage as residing in either a state with a high or low funding level for tobacco control. If a national trend is the principal cause of state-level changes in the social climate, then social climate conditions should not differ between respondents who live in states with higher levels of tobacco control funding. Cross-sectional comparisons of these two groups, however, reveal that respondents from states with higher levels of tobacco control funding reported more desirable conditions for more than one-quarter of the social climate indicators (Table 9.5). On the other hand, no social climate indicators were found to be more favorable among respondents who lived in states with lower levels of funding.

Conclusion

Although we must draw tentative conclusions about the direct impact of the Mississippi comprehensive tobacco control program on the social climate, the most parsimonious interpretation for these results is to conclude that the people of Mississippi have heard the tobacco control message and that they are responding to the efforts of The Partnership and the Mississippi State Department of Health - in their homes, at work, at school, and in a variety of public settings. However, this research suggests that citizens continue to perceive at least one critical area of need: putting teeth in the public policies that support changing beliefs about the risks tobacco use poses. Despite substantial public support for smokefree recreational and leisure settings, Mississippi lags behind the rest of the nation on clean air policy issues.

Table 9.1 Significant Improvements in Mississippi, 2000-2001

	2000	2001	P Value
Smoke-Free Places			
1. Smoking is never allowed in the presence of children	77.5	85.9	<.001
2. Convenience stores in community are smoke-free	38.9	45.8	.004
3. Fast food restaurants in community are smoke-free	31.0	37.9	.002
4. Indoor shopping malls in community are smoke-free	60.3	71.2	<.001
5. Indoor sporting events in community are smoke-free	75.6	80.5	.022
6. Smoking is not allowed in any area at work	53.2	62.1	.002
7. Strictly enforced tobacco policy at work	72.3	82.8	<.001
Knowledge and Attitudes About Smoke-free Places			
8. Indoor shopping malls should be smoke-free	71.5	79.5	<.001
9. Smoking should not be allowed at daycare centers	93.2	99.1	<.001
10. Hospitals should be smoke-free	76.1	85.1	<.001
11. Smoke from parents' cigarettes harms their children	92.8	95.7	.007
Attitudes and Normative Beliefs			
12. Schools should prohibit clothing or gear with tobacco logos	67.6	72.4	.022
13. Stores should need a license to sell tobacco products	80.8	84.7	.023
14. Tobacco taxes should be increased to fund enforcement of tobacco laws	75.6	79.9	.015
15. Taxes on tobacco are fair	66.9	72.4	.009
16. Tobacco ads are not acceptable at sporting or cultural events	59.8	64.7	.024
17. Tobacco use is unacceptable within the household	66.1	74.2	<.001
18. Parents should not allow children under the age of 18 to smoke cigarettes	88.1	91.0	.037
19. Tobacco should be regulated as a drug	67.9	75.9	<.001
20. It is the responsibility of the government to regulate tobacco	70.4	75.4	.015
21. Employer does not accommodate smokers	45.9	53.6	.007
22. Employer offered cessation program in the last 12 months	14.5	19.8	.015
23. Tobacco ads are not acceptable on billboards	57.0	63.2	.005

Table 9.2 A Step Ahead

	MS	US	P Value
Family and Friends			
1. Smoking is unacceptable in front of children within the household	83.6	79.3	<.001
Education			
2. Believe that faculty and staff should not be allowed to smoke on school grounds	65.6	56.5	<.001
3. Believe that schools should prohibit clothing or gear with tobacco logos	72.4	65.4	<.001
4. Support an increase in state tobacco taxes to fund education programs to prevent youth tobacco use	79.7	73.9	<.001
5. Believe that students should be punished for violating school rules against smoking	96.3	93.8	<.001
Government & Political Order			
6. Believe that tobacco should be regulated as a drug	75.9	66.0	<.001
7. Believe that stores should need a license to sell tobacco products	84.7	74.6	<.001
8. Support an increase in state tobacco taxes to fund enforcement of tobacco laws	79.9	71.3	<.001
9. Believe that stores should be penalized for the sale of tobacco to minors	96.4	94.0	<.001
10. Believe that youth should be penalized for the possession of tobacco	83.0	76.0	<.001
11. Believe that it is the responsibility of the government to regulate tobacco	75.4	66.0	<.001
Health & Medical Care			
12. Support an increase in state tobacco taxes to fund adult cessation programs	68.9	58.7	<.001
13. Believe that smoking cigarettes is very dangerous	84.9	81.0	.001
14. Believe that smoking cigars is very dangerous	76.1	65.2	<.001
Recreation, Sports & Leisure			
15. Report being very much bothered by other people's smoke	54.2	48.1	<.001
16. Believe that indoor shopping malls should be smoke-free	79.5	75.3	.001
17. Believe that restaurants should be smoke-free	64.6	61.4	.034
18. Believe that bars and taverns should be smoke-free	43.8	33.2	<.001
19. Believe that indoor sporting events should be smoke-free	85.3	8.4	<.001
20. Believe that outdoor parks should be smoke-free	38.9	25.2	<.001
Mass Culture & Communication			
21. Believe that it is unacceptable for tobacco companies to sponsor sporting or cultural events	42.9	36.8	<.001
22. Believe that tobacco ads are not acceptable in grocery stores	54.8	46.6	<.001
23. Believe that tobacco ads are not acceptable in magazines	52.0	42.1	<.001
24. Believe that tobacco ads are not acceptable on billboards	63.2	55.3	<.001
25. Believe that tobacco ads are not acceptable indirect mailers	65.4	59.5	<.001
26. Believe that tobacco ads are not acceptable on internet sites	62.6	53.5	<.001

Table 9.3 A Step Behind

	MS	US	P Value
Work			
1. Report that tobacco use is unacceptable among co-workers	48.7	53.6	.015
2. Report that smoking is not allowed in any area at work	62.1	68.5	.001
3. Report that their employer offered a cessation program within the past 12 months	19.8	23.6	.024
Recreation, Sports & Leisure			
4. Report that indoor shopping malls in their community are smoke-free	71.2	77.0	<.001
5. Report that convenient stores in their community are smoke-free	45.8	73.7	<.001
6. Report that fast food restaurants in their community are smoke-free	37.9	57.8	<.001
7. Report that restaurants in their community are smoke-free	12.4	28.1	<.001
8. Report that bars and taverns in their community are smoke-free	3.9	12.4	<.001
9. Believe that convenient stores should be smoke-free	82.8	86.9	<.001

Table 9.4 Significant Improvements Unique to Mississippi

	2000	2001	P Value
Smoke-free Places			
1. Indoor shopping malls in community are smoke-free	6.3	71.2	<.001
2. Indoor sporting events in community are smoke-free	75.6	8.5	.022
3. Smoking is not allowed in any area at work	53.2	62.1	.002
4. Strictly enforced tobacco policy at work	72.3	82.8	<.001
Knowledge & Attitudes about Smoke-Free Places			
5. Smoke from parents' cigarettes harms their children	92.8	95.7	.007
Attitudes & Normative Beliefs			
6. Parents should not allow children under the age of 18 to smoke cigarettes	88.1	91.0	.037
7. Tobacco should be regulated as a drug	67.9	75.9	<.001
8. It is the responsibility of the government to regulate tobacco	7.4	75.4	.015
9. Employer does not accommodate smokers	45.9	53.6	.007
10. Employer offered cessation program in past 12 months	14.5	19.8	.015
11. Tobacco ads are not acceptable on billboards	57.0	63.2	.005

Table 9.5 Social Climate Differences Between Respondents in States with High and Low Levels of Tobacco Control Funding

	Lower Level of Funding	Higher Level of Funding	P Value
Family and Friendship Groups			
1. Smoking is never allowed in the respondent's vehicle with children present	77.4	81.6	.006
2. Tobacco use is unacceptable in the household	70.7	74.7	.014
3. Parents should not allow children under the age of 18 to smoke cigarettes	88.9	91.9	.005
4. It is important for parents who smoke to keep their cigarettes out of reach of their children	96.3	97.9	.005
5. Tobacco use in unacceptable among friends	47.4	51.4	.028
Government and Political Order			
6. Government should NOT limit fines from lawsuits against the tobacco companies	48.0	51.9	.038
Work			
7. Smoking in work area should not be allowed	59.4	64.1	.007
8. Smoking is not allowed in any area at work	65.5	71.1	.008
9. Employer offered a cessation program in past 12 months	21.1	25.9	.018
Recreation, Sports, and Leisure			
10. Indoor shopping malls in community are smoke-free	73.4	80.4	<.001
11. Convenience stores in community are smoke-free	65.4	81.3	<.001
12. Fast food restaurants in community are smoke-free	48.8	66.3	<.001
13. Restaurants in community are smoke-free	18.9	36.9	<.001
14. Bars and Taverns in community are smoke-free	3.7	20.0	<.001
15. Indoor sporting events in community are smoke-free	79.5	83.7	.007
16. Outdoor parks in community are smoke-free	5.1	10.6	<.001
17. Convenience stores should be smoke-free	84.1	89.5	<.001
18. Fast food restaurants should be smoke-free	76.5	83.3	<.001
19. Restaurants should be smoke-free	58.9	63.8	.005
20. Request a non-smoking room when traveling	73.3	76.8	.026

CHAPTER 10
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Dr. McMillen is an assistant research professor with a specialty in attitude research and health-related issues; with an applied emphasis on survey development, complex sampling and variance estimation methods. His research projects address tobacco control, community health and health care coverage. Along with colleagues, Dr. McMillen has developed a social climate approach to monitor progress towards social and environmental health promotion objectives. This approach has enhanced the state's capacity to design, implement and evaluate its comprehensive tobacco control program. Dr. McMillen also teaches courses in statistics, experimental design and social psychology in the Department of Psychology at Mississippi State University. Dr. McMillen is a graduate of Rhodes College in Memphis, TN, and holds a master of science degree in experimental psychology from Mississippi State University and a doctoral degree in social psychology from the University of Georgia.

Dr. Frese has served as coordinator of survey research since the inception of the Survey Research Unit (SRU) in the SSRC in 1982. The SRU has gone from a six telephone interviewing station, paper-and-pencil operation, to a 20 station computerized (CATI) telephone survey operation. The SRU also performs several mail surveys. The SRU conducts between 10 and 15 local, statewide and national surveys a year for local, state and federal agencies as well as for private corporations and individuals. In addition, the SRU helps fund an MSU student health practices survey every three years and a Mississippi poll at least every two years. The SRU facilities are also used for teaching purposes for both graduate and undergraduate students enrolled in sociology and political science research methods classes. Prior to coming to MSU in 1972, Dr. Frese held professorial positions at Ithaca College and Alfred University. His research has been published in journals such as American Educational Research Journal, American Sociological Review, College Student Journal, Deviant Behavior, Journal of Criminal Justice, Journal of Marriage and the Family, The Journal of Vocational Behavior, Social Psychology Quarterly, Sociological Forum, Sociology of Education, The Southern Journal of Educational Research, Southern Rural Sociology and Urban Life. Dr. Frese is coauthor of two books, The Rendezvous: A Case Study of An After-Hours Club and Making Life Plans: Race, Gender and Career Decisions. His current research activities are focused on why people own firearms, farm crime, gambling and student health practices.

Dr. Cosby has served as director of MSU's SSRC since 1985. During his term as director, the SSRC has grown into a research enterprise with over 43 research fellows, over 65 sponsored research projects and an annual budget of $4 to $6 million. Within the SSRC, he has provided administrative support in establishing a state-of-the-art computer assisted telephone interview facility (Survey Research Unit or SRU), the Decision Support Laboratory (DSL), the Societal Monitor Laboratory (SML), a remote data facility (Delta Data Center) and the Secure Data Laboratory (SDL). Prior to his SSRC appointment, he was the head of the Department of Sociology, Anthropology and Social Work at MSU and Bailey Professor of Sociology. He has also served as MSU's Director of University Centers and Institutes. He has held professorial positions at Louisiana State University and Texas A&M University. He has served as principal investigator or co-principal investigator on such research projects as the Southern Youth Study, the Career Decisions and Development of Rural Youth, the Delta Project, the Mississippi Adult Literacy Assessment, the Family Preservation and Support Services Project, the 1996 National Survey of Gaming and Gambling, the Commercial Geo-Spatial Electronic Journal and the Overall Evaluation of the Mississippi Pilot Tobacco Control Project. He has served as associate editor of Rural Sociology and on the editorial board of Sociological Spectrum. A member of numerous professional organizations, he is past-president of the Mid-South Sociological Association. His research is published in Sociology Spectrum, Rural Sociology, Sociology and Social Research, Deviant Behavior, Sex Roles, Social Science Quarterly, Sociology of Work and Occupations, Youth and Society, Integrated Education, Journal of Vocational Behavior, Adolescence, Human Mosaic, Journal of College and University Personnel and in a number of applied publications. Dr. Cosby is the executive director of the Rural Health, Safety and Security Institute.

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