

The Mississippi Social Climate of Tobacco Control, 2000-2004

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ACKNOWLEDGMENT

The Mississippi Social Climate Survey of Tobacco Control was made possible through support provided by The Partnership for a Healthy Mississippi. The opinions expressed herein are those of the authors and do not necessarily reflect the views of The Partnership for a Healthy Mississippi.

The design of the survey instrument was based on an extensive review of extant instruments such as the Behavior Risk Factor Surveillance System, the Current Population Survey - Tobacco Supplement, and the California Adult Tobacco Survey, and supplemented by additional items needed to operationalize the social climate concept. The reliance on existing measurements was greatly enhanced by the review and excellent advice from the Office of Smoking and Health of the Centers for Disease Control and Prevention (CDC).

The origins of this study can be traced to research associated with the tobacco settlement in Mississippi. We developed the social climate approach to help the Mississippi Tobacco Control Foundation – The Partnership for a Healthy Mississippi and the Mississippi State Department of Health - monitor the degree to which their efforts were impacting the social fabric of Mississippi. Vivien Carver and Bonnie Reinert, at the Partnership for a Healthy Mississippi, and Ellen Jones and Sheila Keller, formerly of the Mississippi State Department of Health, worked closely with us in the development of a social climate survey.

The Mississippi Social Climate Survey of Tobacco Control, 2000 – 2004

In 1964, the U.S. Surgeon General formally announced the health risks of tobacco, thereby providing the impetus for one of the most intensive public health interventions in the history of the United States. Spanning several decades, the tobacco control movement has developed an increasingly effective series of social programs and policies designed to encourage nonsmoking and protect nonsmokers from environmental tobacco smoke. In the years following the initiation of the tobacco control movement, the percentage of current cigarette smokers in the American adult population has decreased dramatically from 42.4 percent in 1965 to 23.0 percent in 2002 (Centers for Disease Control and Prevention, 2004). This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.4 percent. Tobacco control has recently witnessed two other major accomplishments. First, the tobacco companies have been hit with massive compensatory and punitive fines resulting from lawsuits by former smokers, as well as massive settlement expenses with individual states to cover health expenses related to tobacco use. Second, national and state agencies have implemented promising multicomponent programs to prevent and reduce youth tobacco use. These programs have become increasingly comprehensive through a shift from focusing primarily on individual tobacco use to more population-based interventions with broad objectives such as social, environmental, and political change (United States Department of Health and Human Services, 2000).

In somewhat simplified terms these national and statewide programs target changes in the social climate. This approach is an attempt to denormalize tobacco use through changes in beliefs and knowledge that are incorporated into an individual's view of appropriate and acceptable behavior, to the rules and regulations that structure our organizations, and ultimately in the manner in which we see tobacco use as a part of the social environment (Stillman et al., 1999). Recent research validates this strategy to target intermediate social and political policies to impact the social climate, and ultimately reduce tobacco use. To illustrate, programs that have successfully reduced perceptions that tobacco use is a normative behavior and/or increased the prevalence of smoke-free policies in public and private settings have been linked to increased cessation attempts by smokers, lower consumption by smokers, and decreased initiation by adolescents (Borland, Chapman, Owen, & Hill, 1990; Farkas, Gilpin, Distefan, & Pierce, 1999; Farrelly, Evans, & Sfekas, 1999).

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives, planning and evaluation in this area has been hampered by the lack of timely, comprehensive data about tobacco control attitudes and practices of US adults. We developed the Social Climate Survey of Tobacco Control (SCS-TC) as a methodology to objectively measure and ultimately monitor the fundamental position of tobacco control in society, and thereby provide a data collection system to monitor program impacts. The survey includes items to measure progress towards intermediate objectives such as policy changes, changes in social norms, reductions in exposure of individuals to environmental tobacco smoke, and rejection of pro-tobacco influences. The results presented in this report are based on annual cross-sectional assessments of the social climate of tobacco control within Mississippi and within the United States from 2000, 2001, 2002, 2003, and 2004.

Survey Development

The Social Climate Survey of Tobacco Control (SCS-TC) is an attempt to contribute to the understanding of tobacco control through the introduction of an institutional-based perspective that stresses not simply individual variations in behaviors and attitudes, but rather attempts to use cross-sectional survey data for the measurement of societal norms, practices, and beliefs surrounding tobacco. Put broadly, we want to measure the social norms, practices, and beliefs surrounding a public health issue - in this case tobacco use. This technique is primarily one of a shift in focus and interpretation rather than basic survey methodology. By asking this series of questions to a random sample of American adults, we can measure the extent to which tobacco control and tobacco use are ingrained in the social institutions that influence decisions about tobacco.

The concept of social institutions, taken from the sociological literature, provides the framework for our methodology. As a fundamental component of a society, social institutions emerge as clusterings of beliefs, norms, and practices in order to meet the needs of society. To illustrate, the institution of family and friendship groups provides the nurturing necessary to produce and raise new members of a society; the education institution then shapes the individual into a potentially productive member of society. Seven social institutions are included in our approach -- each of which meets specific needs of society. These institutions are: 1) Family and Friendship Groups, 2) Education, 3) Government and Political Order, 4) Work, 5) Health and Medical Care, 6) Recreation, Leisure, and Sports, and 7) Mass Communication and Culture. Moreover, in each of these institutional areas, beliefs, norms, and practices about tobacco use and tobacco control have evolved. It is these institutional beliefs, norms, and practices that form the essence of the ingrained status of tobacco use in the social fabric of American society. The Social Climate Survey consists of a set of questions designed to measure the norms, practices, and knowledge concerning tobacco within each of these institutions.

Until recently prevalence rates and per capita consumption measures have frequently been the yardsticks with which tobacco control programs were evaluated. While several states now have comprehensive data collection systems for planning and evaluation and there have been a substantial number of studies of attitudes toward the control of smoking in public settings (Ashley, Bull, & Pederson, 1995; Ashley & Cohen, 1998; Brooks & Mucci, 2001; Centers for Disease Control and Prevention, 2002c), no such descriptive studies published to date have been comprehensive or national in scope. To our knowledge, the present project is the most comprehensive survey of the extent to which tobacco control impacts the daily lives of Americans. The SCS-TC adds to existing national data sources by providing annual cross-sectional data on a comprehensive set of social and environmental indicators selected to monitor the fundamental position of tobacco control across a broad range of social settings. This emphasis on collecting data on the measurable characteristics of the social climate, as well as the brief time lag - 5 months - between data collection and data availability, increases the utility of the SCS-TC as a data collection system for planning specific interventions and evaluation of program impacts on the social climate. Researchers at the Social Science Research Center have partnered with State agencies in Mississippi and the AAP's Center for Child Health Research to apply findings from the survey to planning and evaluation.

Methods

The Social Climate Survey of Tobacco Control (SCS-TC) was administered to representative samples of Mississippi adults who were interviewed by telephone between July and September of either 2000, 2001, 2002, 2003, and 2004. Samples from all years represent the civilian, non-institutionalized adult population over age 18. Households were selected using random digit dialing procedures to include households with unlisted numbers. Once a household was contacted, the adult to be interviewed was selected by asking to speak with the person in the household who is 18 years of age or older and who will have the next birthday. Five attempts were made to contact those selected adults who were not home. The sample was weighted by race and gender, based on the most current U.S. Census estimates.

Measures

The SCS-TC is an annual cross-sectional survey that contains items pertaining to normative beliefs, practices/policies, and knowledge regarding tobacco control across seven social institutions. These institutions include 1) Family and Friendship Groups, 2) Education, 3) Government and Political Order, 4) Work, 5) Health and Medical Care, 6) Recreation, Leisure, and Sports, and 7) Mass Communication and Culture. Although the SCS-TC includes items to measure smoking status and cessation, the survey emphasizes social and environmental indicators. These intermediate indicators were selected to provide a comprehensive assessment of the social climate in which people are exposed to and make decisions about tobacco control interventions. Survey items were developed and selected based on an extensive review of extant tobacco control surveys and then reviewed by an external panel of tobacco control researchers. The panel developed many of the items included in the survey, while others were selected from existing measurement instruments with established validity. Specifically, the SCS-TC included items from the Behavioral Risk Factor Surveillance System (BRFSS) (Centers for Disease Control and Prevention, 2002a) and the Tobacco Use Supplement- Current Population Survey (TUS-CPS) (Hartman, Willis, Lawrence, Marcus, & Gibson, 2002), as well as modified items from the California Adult Tobacco Surveys.

Results

To facilitate the interpretation and application of the survey results, we have developed the following heuristic classification scheme for assessing the social penetration of tobacco control in 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

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, based upon 1998 U.S. Census estimates to ensure that it is representative of the Mississippi 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.

2002 MS Sample Characteristics

Of the eligible respondents contacted, 1,013 respondents completed the survey (98.0%) and 21 (2.0%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 3.1 (95% confidence interval). Of the 1,013 respondents, 321 (31.7 %) were male and 687 (67.8%) were female. The racial composition of the sample is as follows: white = 713 (70.4%), African American = 270 (26.7%), Asian or Pacific Islander = 5 (0.5%), American Indian or Alaskan Native = 1 (0.1%), other races = 14 (1.4%), and unknown (i.e., did not answer the question on race) = 10 (1.0%). The sample was weighted by race and gender, based upon 2000 U.S. Census estimates to ensure that it is representative of the Mississippi population.

2003 MS Sample Characteristics

Of the eligible respondents contacted, 815 respondents completed the survey (90.7%) and 33 (3.9%) did not complete the survey or refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 3.4 (95% confidence interval). Of the 815 respondents, 255 (31.3%) were male and 560 (68.7%) were female. The racial composition of the sample is as follows: white = 558 (68.5%), African American = 237 (29.1%), American Indian or Alaskan Native = 1 (.1%), other races = 7 (.9%), and unknown (i.e., did not answer the question on race) = 12 (1.5%). The sample was weighted by race and gender based upon 2002 U.S. Census estimates to ensure that it is representative of the Mississippi population.

2004 MS Sample Characteristics

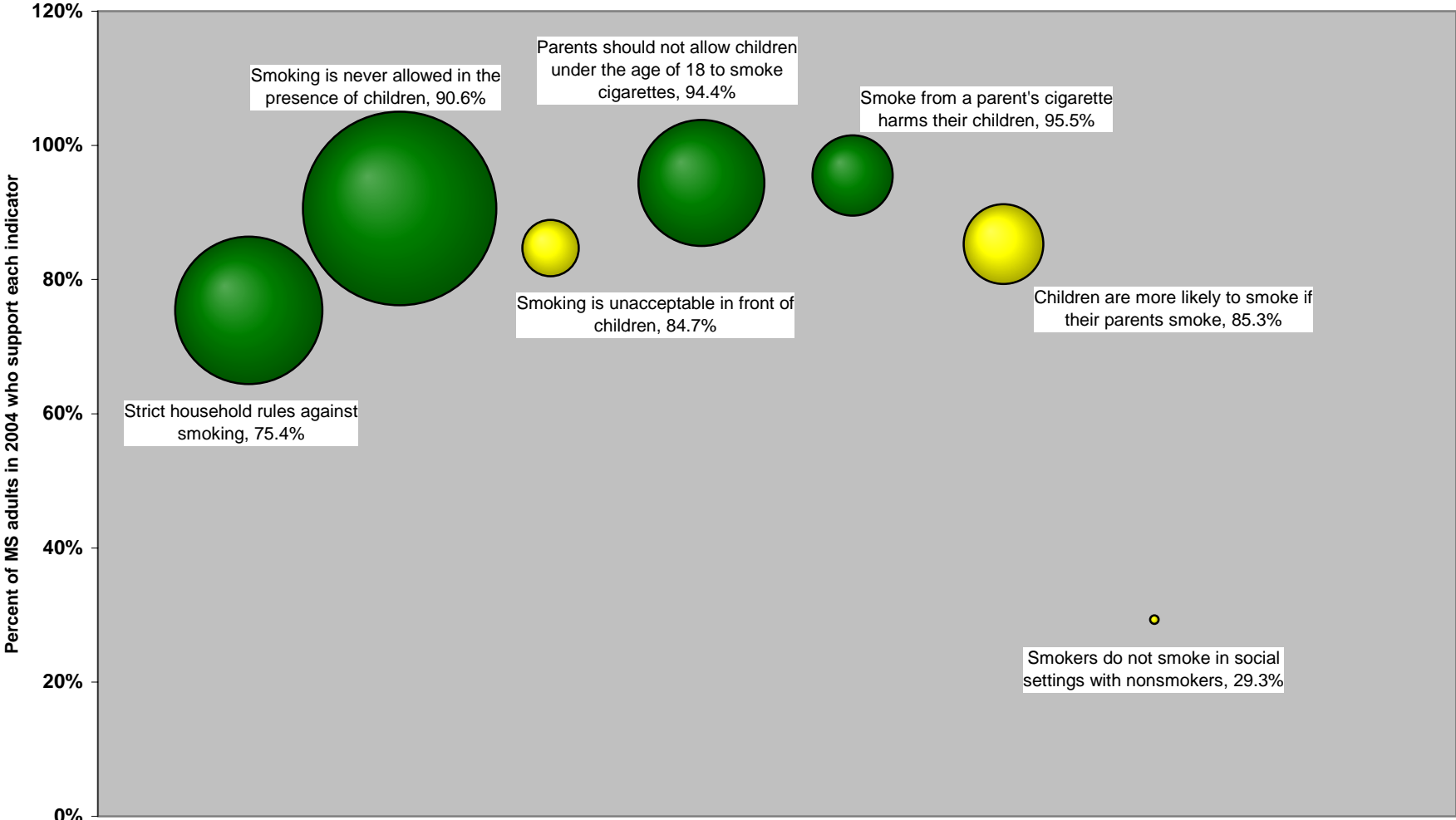
Of the eligible respondents contacted, 905 respondents completed the survey (96.1%) and 93 (9.3%) did not complete the survey or refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than ± 3.2 (95% confidence interval). Of the 905 respondents, 305 (33.7%) were male and 598 (66.1%) were female. The racial composition of the sample is as follows: white = 626 (69.2%), African American = 248 (27.4%), Asian or Pacific Islander = 4 (.4%), American Indian or Alaskan Native = 5 (.6%), other races = 8 (.9%), and unknown (i.e., did not answer the question on race) = 14 (1.5%). The sample was weighted by race and gender based upon 2002 U.S. Census estimates to ensure that it is representative of the Mississippi population.

Characteristics of the original samples are compared with the weighted samples in Table 1.1. The results presented in this report are based on the weighted sample; the maximum sampling error for each subpopulation is presented in Table 1.2

Sample Characteristics	2000		2001		2002		2003		2004		
	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	Orig. Sample	Wtd. Sample	
Rural/Urban	Rural	46.1	45.8	42.8	46.1	45.1	45.1	43.2	44.0	49.9	49.7
	Urban	53.9	54.2	57.2	58.4	54.9	54.9	56.8	56.0	50.1	50.3
Smoking Status	Nonsmoker	80.2	78.9	78.6	78.2	80.1	79.8	82.6	82.0	84.2	83.9
	Smoker	19.8	21.1	21.4	21.8	19.9	20.2	17.4	18.0	15.8	16.1
Gender	Male	36.4	48.3	37.8	46.5	31.7	46.2	31.3	46.6	33.7	46.4
	Female	63.6	53.3	62.1	53.5	67.8	53.3	68.7	53.4	66.1	53.4
Race	White	71.9	66.6	69.8	64.2	70.4	65.0	68.5	64.6	69.2	65.7
	African-American	24.4	31.2	27.6	32.8	26.7	33.1	29.1	32.9	27.4	30.8
	Asian/Pacific Islander	0.4	0.1	0.4	0.6	0.5	0.3	0.0	0.0	0.4	0.4
	American Indian/Alaska Native	0.1	0.1	0.1	0.3	0.1	0.0	0.1	0.1	0.6	0.6
	Other Race	3.2	2.1	2.1	2.1	1.4	0.6	0.9	0.9	0.9	0.9
Age	18-24 years	14.1	13.9	12.7	12.8	12.1	13.1	9.6	9.7	9.2	9.4
	25-44 years	36.0	36.9	38.6	39.1	35.5	35.4	35.0	35.2	30.5	30.7
	45-64 years	32.3	32.4	34.4	34.3	34.3	34.2	37.8	38.6	38.8	39.2
	65 + years	17.7	16.8	11.1	13.8	18.1	17.3	17.7	16.6	21.5	20.7
	Not HS Grad	15.7	16.8	12.3	12.2	12.8	13.0	12.1	12.2	12.8	13.3
	HS Grad	33.5	34.1	33.6	33.8	31.0	30.9	33.4	33.8	30.9	31.2
	Some College	24.8	24.0	26.7	26.7	31.4	31.3	27.1	26.7	28.1	27.2
	College Grad	26.0	25.2	27.5	27.2	24.9	24.8	27.5	27.3	28.1	28.3

Table 1.2 Weighted Sample Size and Maximum Confidence Interval											
Sample Characteristic	2000		2001		2002		2003		2004		Maximum Confidence Interval
	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	Weighted Sample Size	Maximum Confidence Interval	
Rural/Urban											
Rural	368	5.1	626	3.9	440	4.7	352	5.2	450	4.6	4.6
Urban	435	4.7	878	3.3	573	4.1	463	4.6	455	4.6	4.6
Smoking Status											
Non-Smoker	634	3.9	1,176	2.9	808	3.4	670	3.8	750	3.6	3.6
Smoker	169	7.5	328	5.4	204	6.9	141	8.3	144	8.2	8.2
Gender											
Male	375	5.1	699	3.7	468	4.5	255	6.1	420	4.8	4.8
Female	428	4.7	804	3.5	540	4.2	560	4.1	483	4.5	4.5
Race											
White	535	4.2	966	3.2	658	3.8	558	4.1	595	4.0	4.0
African American	250	6.2	493	4.4	335	5.4	237	6.4	279	5.9	5.9
Age											
18-24 years of age	111	9.3	192	7.1	132	8.5	78	11.1	85	10.6	10.6
25-44 years of age	296	5.7	589	4.0	358	5.2	285	5.8	278	5.9	5.9
45-64 years of age	260	6.1	516	4.3	356	5.2	308	5.6	355	5.2	5.2
65 years of age +	135	8.4	207	6.8	176	7.4	144	8.2	187	7.2	7.2
Education											
Not high school grad.	131	8.6	181	7.3	132	8.5	98	9.9	119	9.0	9.0
High school grad.	265	6.0	502	4.4	312	5.5	271	6.0	279	5.9	5.9
Some college	187	7.2	396	4.9	316	5.5	220	6.6	243	6.3	6.3
College graduate	197	7.0	404	4.9	251	6.2	223	6.6	252	6.2	6.2

Family and Friendship Groups, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

FAMILY AND FRIENDSHIP GROUPS

Universal Norms, Beliefs and Practices¹

- 1.0 million Mississippi households² (98.9 percent) never allow children under the age of 18 years of ages to smoke cigarettes
- 2.0 million Mississippi adults (95.5 percent) believe that smoke from parents' cigarettes harms their children
- 2.0 million Mississippi adults (94.4 percent) believe that parents should not allow children under the age of 18 to smoke cigarettes
- 1.8 million Mississippi adults (89.7 percent) never allow smoking in the vehicle when children are present
- 1.8 million Mississippi adults (85.3 percent) believe that children are more likely to smoke if their parents smoke
- .9 million Mississippi households (90.6 percent) never allow smoking in the presence of children

Significant Improvements from 2000 to 2004³

Family and Friendship Groups		2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004	p, MS v. US, 2004
Strict household rules against smoking	MS	68.7	72.3	71.6	74.9	75.4	.002	ns	
	US	69.1	74.1	73.7	76.4	78.4	<.001	.015	ns
Smoking is never allowed in the presence of children	MS	77.5	85.9	88.6	85.5	90.6	<.001	.001	
	US	78.6	87.9	87.8	88.7	91.1	<.001	ns	ns
No ETS Exposure in the home	MS	n/a	n/a	53.6	57.8	66.6	n/a	ns	
	US	n/a	n/a	n/a	56.3	64.3	n/a	n/a	ns
No ETS Exposure in a car or truck	MS	n/a	n/a	74.4	75.4	79.9	n/a	ns	
	US	n/a	n/a	n/a	76.7	81.5	n/a	n/a	ns
Smoking is never allowed in the vehicle	MS	n/a	n/a	n/a	69.0	77.7	n/a	<.001	
	US	n/a	n/a	n/a	74.5	78.7	n/a	ns	ns
Smoking is never allowed in the vehicle when children are present	MS	n/a	79.4	72.3	86.6	89.7	n/a	n/a	
	US	n/a	79.6	78.5	87.5	91.5	n/a	n/a	ns
Recognize that smoking in a car affects the health of children	MS	n/a	77.8	79.6	81.8	83.4	n/a	ns	
	US	n/a	76.9	80.9	78.6	82.8	n/a	.036	ns
Children under 18 are never allowed to smoke	MS	n/a	98.0	97.4	98.4	98.9	n/a	ns	
	US	n/a	96.8	96.6	97.1	97.5	n/a	ns	.014
Smoking is unacceptable in front of children	MS	83.5	83.6	81.8	79.9	84.7	ns	ns	
	US	77.7	79.3	76.7	78.3	75.8	ns	ns	<.001
Parents should not allow children under the age of 18 to smoke	MS	88.1	91.0	93.4	92.9	94.4	<.001	ns	
	US	91.2	90.5	90.2	92.4	92.5	ns	.003	ns
Smoke from a parent's cigarette harms their children	MS	92.8	95.7	97.4	96.3	95.5	.021	ns	
	US	93.7	95.2	94.9	95.1	96.4	ns	ns	ns
Children are more likely to smoke if their parents smoke	MS	82.9	82.0	81.7	86.2	85.3	ns	.014	
	US	78.1	83.3	82.3	84.6	85.2	<.001	.018	ns
Smokers do not smoke in social settings with nonsmokers ⁴	MS	29.9	24.0	26.4	24.3	29.3	ns	ns	
	US	27.8	25.7	23.3	23.8	26.0	.008	ns	ns

¹ Indicators endorsed by at least 85% of U.S. adults

² Note that these numbers are based upon U.S. Census 2002 populations estimates for residents 18 years of age and older

³ All improvements are statistically significant, $\alpha < .05$

⁴ This estimate does not include respondents who report that none of their friends smoke.

Families and Friendship Groups: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

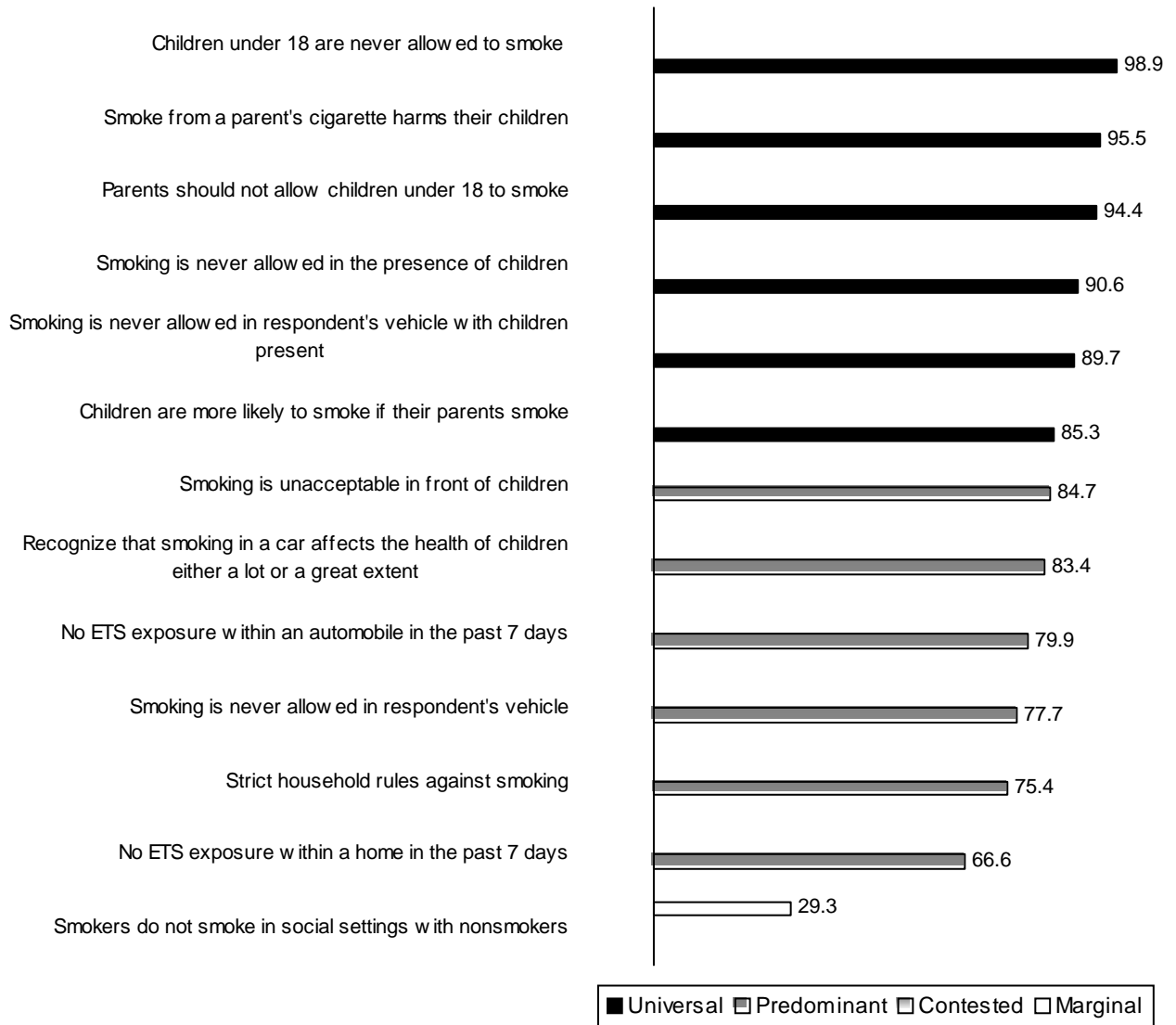


Table 2.1 Household Rules About Smoking

"Which of the following best describes your household's rules about smoking?"

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

Sample Characteristic	Smoking is allowed in all parts of the home	Smoking is allowed in some parts of the home	Smoking is not allowed in any part of the home	<i>p</i>
Total	14.0	10.5	75.4	
Rural	14.9	11.3	73.6	
Urban	13.0	9.7	77.3	ns
Nonsmoker	7.1	8.0	84.8	
Smoker	51.7	23.8	24.5	< .001
Male	16.0	9.0	75.0	
Female	12.0	12.0	75.8	ns
White	15.1	8.9	75.8	
African American	11.5	14.3	74.2	ns
18-24 years of age	10.7	17.9	71.4	
25-44 years of age	10.5	13.4	76.2	
45-64 years of age	17.5	8.7	73.8	
65 years of age and older	14.4	6.4	78.7	.012
Not a high school graduate	18.5	16.0	65.5	
High school graduate	20.5	11.5	68.0	
Some college	11.5	11.1	77.0	
College Graduate	7.9	6.7	85.3	< .001

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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	3.7	5.6	89.2	
Rural	4.5	5.3	89.1	
Urban	2.9	5.9	89.5	ns
Nonsmoker	1.7	3.3	93.7	
Smoker	13.9	18.1	65.3	< .001
Male	3.3	4.5	90.0	
Female	4.0	6.4	88.8	ns
White	4.0	6.2	88.4	
African American	2.9	5.0	91.0	ns
18-24 years of age	2.4	5.9	91.8	
25-44 years of age	4.7	7.6	87.7	
45-64 years of age	2.8	5.9	89.0	
65 years of age and older	4.3	2.1	90.9	ns
Not a high school graduate	3.4	8.4	84.0	
High school graduate	6.5	8.6	82.7	
Some college	2.5	3.3	93.8	
College Graduate	2.0	3.6	94.0	< .001

Note: .01 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.3 Smoking in Vehicles

"Please tell me which best describes how cigarette smoking is handled in your car."

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

Sample Characteristic	No one is allowed to smoke in my car	Special guests are allowed to smoke in my car	Smoking is allowed in my car only if the windows are open	Smoking is allowed in my car at any time	p
Total	77.6	1.9	13.1	7.3	
Rural	77.6	1.9	13.8	6.5	
Urban	77.5	2.1	12.4	8.0	ns
Nonsmoker	87.4	1.8	8.0	2.7	
Smoker	25.0	2.2	40.4	32.4	< .001
Male	75.5	2.0	14.3	8.3	
Female	79.4	2.0	11.8	6.6	ns
White	77.2	2.1	11.3	9.2	
African American	78.8	1.6	15.7	3.9	.041
18-24 years of age	73.7	3.9	14.5	7.9	
25-44 years of age	75.4	1.5	16.0	7.1	
45-64 years of age	78.0	1.4	13.3	7.2	
65 years of age and older	82.1	3.6	6.5	7.1	ns
Not a high school graduate	70.4	3.1	14.3	12.2	
High school graduate	69.7	1.9	19.3	9.1	
Some college	78.8	1.7	11.4	7.6	
College Graduate	86.3	2.0	7.6	4.0	.002

Note: 5.3 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 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	No one is allowed to smoke in my car	Special guests are allowed to smoke in my car	Smoking is allowed in my car only if the windows are open	Smoking is allowed in my car at any time	p
Total	88.5	0.7	7.5	1.9	
Rural	87.6	0.2	9.6	1.4	
Urban	89.7	1.2	5.4	2.3	ns
Nonsmoker	93.4	0.8	4.1	0.7	
Smoker	62.2	0.0	25.9	8.1	< .001
Male	88.8	0.5	7.0	2.0	
Female	88.4	0.9	7.9	1.8	ns
White	87.3	0.5	8.4	1.9	
African American	90.2	1.2	6.3	2.0	ns
18-24 years of age	96.1	0.0	2.6	1.3	
25-44 years of age	86.1	1.1	10.5	1.5	
45-64 years of age	87.8	0.3	7.0	2.6	
65 years of age and older	90.5	1.2	6.0	1.2	ns
Not a high school graduate	83.0	1.0	11.0	2.0	
High school graduate	82.1	0.8	12.2	3.4	
Some college	91.9	0.0	5.9	1.3	
College Graduate	93.9	1.2	2.8	0.8	.004

Note: 5.3 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 2.5 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little bit	Somewhat	A lot	A great extent	<i>p</i>
Total	1.8	3.4	10.7	34.0	45.9	
Rural	2.0	3.8	11.1	32.1	45.9	
Urban	1.5	3.1	10.3	36.0	45.9	ns
Nonsmoker	0.9	2.0	7.5	35.9	49.9	
Smoker	6.3	9.8	28.7	25.2	23.8	< .001
Male	1.9	3.8	13.6	34.4	41.3	
Female	1.7	2.9	8.3	33.7	50.2	.045
White	2.2	4.0	11.8	31.6	45.5	
African American	1.1	1.4	8.9	39.3	46.8	.045
18-24 years of age	3.5	1.2	11.8	36.5	47.1	
25-44 years of age	1.1	3.6	12.3	36.1	44.8	
45-64 years of age	1.4	4.5	11.8	30.4	48.7	
65 years of age and older	2.7	2.1	6.4	36.4	41.7	< .001
Not a high school graduate	1.7	6.8	8.5	48.3	28.8	
High school graduate	2.5	4.3	15.1	34.5	39.2	
Some college	1.7	1.7	9.9	30.2	52.1	
College Graduate	1.6	2.8	8.3	30.2	54.8	< .001

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.6 Frequency of ETS Exposure in a Car or Truck

"During the past 7 days, on how many days were you in a car or truck with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days (everyday)	<i>p</i>
Total	79.7	8.2	3.9	1.3	6.5	
Rural	80.4	8.4	3.6	1.1	6.0	
Urban	78.9	7.7	4.4	1.5	7.0	ns
Nonsmoker	86.1	7.2	3.1	0.9	2.3	
Smoker	43.4	13.8	9.0	3.4	29.7	< .001
Male	77.3	8.8	5.5	0.5	7.9	
Female	82.0	7.7	2.3	2.1	5.4	.013
White	80.5	6.2	3.7	1.5	7.7	
African American	77.8	11.5	5.0	1.1	4.3	.027
18-24 years of age	62.8	19.8	2.3	2.3	12.8	
25-44 years of age	73.6	10.5	4.3	2.2	8.7	
45-64 years of age	81.4	6.5	4.2	0.8	6.8	
65 years of age and older	92.6	2.7	3.7	0.5	0.0	< .001
Not a high school graduate	78.8	5.9	7.6	1.7	4.2	
High school graduate	70.0	13.6	4.3	1.1	10.7	
Some college	80.2	8.3	4.1	0.8	6.2	
College Graduate	88.9	3.6	2.4	1.6	3.6	< .001

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.7 Frequency of ETS Exposure in the Home

"During the past 7 days, on how many days were you in the same room with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days (everyday)	<i>p</i>
Total	66.4	14.7	6.1	1.5	11.0	
Rural	69.6	13.6	5.3	0.9	10.4	
Urban	63.3	15.8	7.0	2.0	11.4	ns
Nonsmoker	73.8	13.8	5.3	1.3	5.5	
Smoker	27.1	18.8	10.4	2.1	41.0	<.001
Male	63.2	15.4	8.3	1.2	11.6	
Female	69.2	14.0	4.3	1.7	10.3	ns
White	68.1	10.8	7.1	1.5	12.1	
African American	62.7	22.9	4.3	1.4	8.6	<.001
18-24 years of age	50.6	22.4	9.4	2.4	15.3	
25-44 years of age	59.6	18.8	6.9	1.8	12.3	
45-64 years of age	66.5	12.1	6.8	1.1	13.2	
65 years of age and older	83.5	10.1	2.7	1.1	2.7	<.001
Not a high school graduate	64.2	15.8	3.3	4.2	12.5	
High school graduate	54.7	18.7	6.5	1.4	18.0	
Some college	66.9	16.1	8.7	0.4	7.9	
College Graduate	79.0	8.3	4.8	1.2	6.3	<.001

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.8 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	0.2	0.9	97.4	
Rural	0.0	1.1	97.1	
Urban	0.4	0.7	97.6	ns
Nonsmoker	0.0	1.1	97.9	
Smoker	1.4	0.0	94.4	<.001
Male	0.0	1.4	96.4	
Female	0.4	0.4	98.1	ns
White	0.2	0.7	97.5	
African American	0.4	1.4	96.8	ns
18-24 years of age	1.2	0.0	98.8	
25-44 years of age	0.0	0.0	98.6	
45-64 years of age	0.3	0.8	96.9	
65 years of age and older	0.0	2.7	95.7	.034
Not a high school graduate	0.8	2.5	94.1	
High school graduate	0.0	1.1	97.8	
Some college	0.4	0.0	98.4	
College Graduate	0.0	0.8	97.2	ns

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.9 Acceptability of Parents Smoking in Front of Children

"It is acceptable for parents to smoke in front of children."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	1.4	13.2	49.9	31.0	
Rural	1.1	13.1	53.8	27.8	
Urban	1.5	13.4	46.2	34.1	ns
Nonsmoker	0.5	9.6	50.5	34.8	
Smoker	5.6	32.4	46.5	10.6	< .001
Male	1.7	15.0	51.8	25.9	
Female	1.2	11.8	47.9	35.5	.028
White	1.5	16.5	46.1	31.8	
African American	1.4	7.8	57.7	28.5	.003
18-24 years of age	0.0	8.3	44.0	40.5	
25-44 years of age	2.2	16.5	47.1	31.7	
45-64 years of age	0.6	13.5	50.4	30.1	
65 years of age and older	2.1	10.2	55.6	27.3	.016
Not a high school graduate	2.5	9.3	65.3	17.8	
High school graduate	0.4	17.9	52.0	25.4	
Some college	2.1	11.1	46.9	37.0	
College Graduate	1.2	12.7	43.3	36.9	.001

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.10 Should Parents Allow Children to Smoke Cigarettes?

"Parents should not allow children under the age of eighteen to smoke cigarettes."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	38.3	55.4	3.5	2.0	
Rural	32.0	60.4	4.0	2.9	
Urban	44.5	50.4	3.1	1.1	.001
Nonsmoker	37.7	56.3	2.8	2.4	
Smoker	40.6	51.0	7.7	0.0	.015
Male	35.0	57.1	4.3	2.6	
Female	41.2	54.0	2.9	1.2	ns
White	39.1	54.9	3.5	1.5	
African American	35.1	57.3	3.9	3.2	ns
18-24 years of age	47.1	50.6	0.0	1.2	
25-44 years of age	48.0	46.6	1.8	2.9	
45-64 years of age	35.2	57.5	5.1	1.7	
65 years of age and older	26.1	67.0	4.8	1.1	< .001
Not a high school graduate	27.1	67.8	4.2	0.8	
High school graduate	34.4	57.7	4.7	2.5	
Some college	44.2	50.0	2.1	2.1	
College Graduate	41.9	52.6	3.2	2.0	ns

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.11 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."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	40.1	53.4	3.1	1.3	
Rural	37.6	54.4	4.0	1.3	
Urban	42.8	52.2	2.2	1.3	ns
Nonsmoker	42.1	52.7	2.4	1.2	
Smoker	31.5	55.2	7.0	1.4	.001
Male	37.4	54.5	3.6	1.7	
Female	42.8	52.1	2.9	1.0	ns
White	41.6	51.0	3.2	1.2	
African American	36.4	58.9	2.9	1.4	.042
18-24 years of age	47.1	50.6	1.2	1.2	
25-44 years of age	46.6	48.0	3.2	0.7	
45-64 years of age	38.7	54.2	3.4	1.4	
65 years of age and older	29.8	60.6	3.7	2.1	ns
Not a high school graduate	31.9	58.0	5.0	2.5	
High school graduate	32.7	59.4	4.7	1.1	
Some college	52.1	42.6	2.5	0.8	
College Graduate	41.4	54.6	0.8	1.2	.001

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 2.12 Beliefs about Risk of Children Smoking if Parents are Smokers

"Children are more likely to smoke if parents are smokers."

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	26.4	56.0	12.0	2.3	
Rural	25.3	58.7	10.0	2.7	
Urban	27.4	53.5	13.8	2.0	ns
Nonsmoker	28.3	56.9	9.7	2.0	
Smoker	16.8	51.0	24.5	3.5	< .001
Male	24.6	57.8	11.2	2.9	
Female	28.0	54.6	12.7	1.7	ns
White	29.5	54.7	10.3	1.9	
African American	18.6	59.5	16.1	2.9	.006
18-24 years of age	21.2	55.3	14.1	5.9	
25-44 years of age	29.7	48.2	15.9	2.9	
45-64 years of age	26.2	58.0	11.8	1.7	
65 years of age and older	24.5	64.4	5.3	0.5	.004
Not a high school graduate	16.0	68.9	12.6	1.7	
High school graduate	20.8	56.3	16.8	1.8	
Some college	32.5	51.0	9.9	3.3	
College Graduate	31.5	53.8	8.8	2.4	.003

Note: 0.0 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 tend to:"

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

Sample Characteristic	Always Refrain from smoking	Sometimes Refrain from smoking	Never Refrain from smoking	p
Total	23.4	40.5	15.7	
Rural	24.4	38.2	17.6	
Urban	22.2	42.6	13.8	ns
Nonsmoker	24.0	38.4	14.1	
Smoker	18.8	52.1	23.6	< . 001
Male	23.1	42.6	16.8	
Female	23.6	38.9	12.0	< . 001
White	22.5	41.8	15.3	
African American	24.0	38.0	16.8	ns
18-24 years of age	14.1	44.7	28.2	
25-44 years of age	18.1	43.3	20.6	
45-64 years of age	28.6	45.4	9.0	
65 years of age and older	25.5	25.0	15.4	< . 001
Not a high school graduate	26.9	32.8	19.3	
High school graduate	21.5	43.7	17.2	
Some college	19.5	40.7	16.2	
College Graduate	27.4	41.7	11.1	ns

Note: 0.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Education, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Universal Norms, Beliefs and Practices

- 2.0 million Mississippi adults (96.7 percent) believe that students should be punished for violating school rules against smoking
- 1.9 million Mississippi adults (92.0 percent) believe that it is acceptable for schools to put up anti-tobacco posters

Significant Improvements 2000 to 2004

Education		2000	2001	2002	2003	2004	<i>p</i> , 2000 to 2004	<i>p</i> , 2003 to 2004	<i>p</i> , MS v. US, 2004
It is acceptable for schools to put up anti-tobacco posters	MS	n/a	n/a	n/a	n/a	92.0	n/a	n/a	
	US	n/a	n/a	n/a	n/a	90.6	n/a	n/a	ns
Students should be punished for violating school rules against smoking	MS	94.9	96.3	96.1	95.2	96.7	ns	ns	
	US	91.8	93.8	93.0	n/a	n/a	n/a	n/a	n/a

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

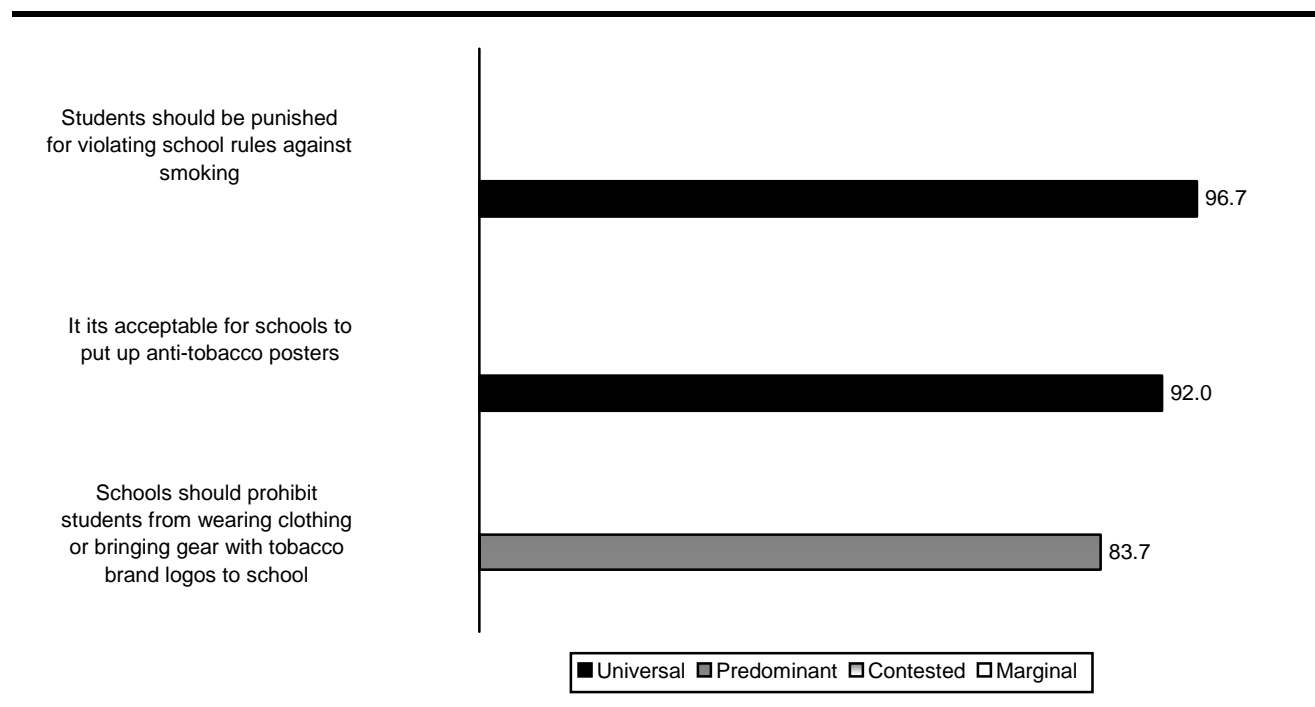


Table 3.1 Should Schools Prohibit Tobacco Brand Logos

"Schools should prohibit students from wearing clothing or bringing gear with tobacco brand 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	<i>p</i>
Total	27.6	56.1	13.7	2.6	
Rural	25.1	58.2	13.5	3.2	
Urban	30.0	54.1	13.8	2.1	ns
Nonsmoker	28.2	57.2	12.1	2.5	
Smoker	25.2	49.6	22.2	3.0	.018
Male	24.8	53.4	17.5	4.3	
Female	30.0	58.6	10.1	1.3	<.001
White	29.7	54.1	14.1	2.1	
African American	23.9	59.8	12.7	3.6	ns
18-24 years of age	22.9	59.0	18.1	0.0	
25-44 years of age	32.0	52.0	12.4	3.6	
45-64 years of age	27.5	24.5	15.0	3.0	
65 years of age or older	23.1	64.7	11.0	1.2	ns
Not a high school graduate	14.2	61.1	21.2	3.5	
High school graduate	25.1	53.9	17.3	3.7	
Some college	31.8	54.5	11.2	2.6	
College graduate	32.8	57.6	8.8	0.8	.001

Note: 4.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 3.2 Students Should be Punished for Violating 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	<i>p</i>
Total	28.8	67.8	3.3	0.2	
Rural	27.1	70.0	2.7	0.2	
Urban	30.4	65.5	3.8	0.2	ns
Nonsmoker	28.7	68.0	3.0	0.3	
Smoker	29.8	65.2	5.0	0.0	ns
Male	26.6	69.8	3.4	0.2	
Female	30.8	65.6	3.4	0.2	ns
White	30.3	66.4	2.9	0.3	
African American	24.5	71.6	4.0	0.0	ns
18-24 years of age	32.9	58.8	8.2	0.0	
25-44 years of age	32.9	63.9	3.2	0.0	
45-64 years of age	28.5	69.8	1.4	0.3	
65 years of age or older	21.3	73.8	4.4	0.5	.012
Not a high school graduate	19.5	76.3	3.4	0.8	
High school graduate	24.3	72.1	3.6	0.0	
Some college	37.4	60.5	1.7	0.4	
College graduate	29.7	66.3	4.0	0.0	.010

Note: 1.2 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 3.3 Support for Anti-Tobacco Posters in Schools

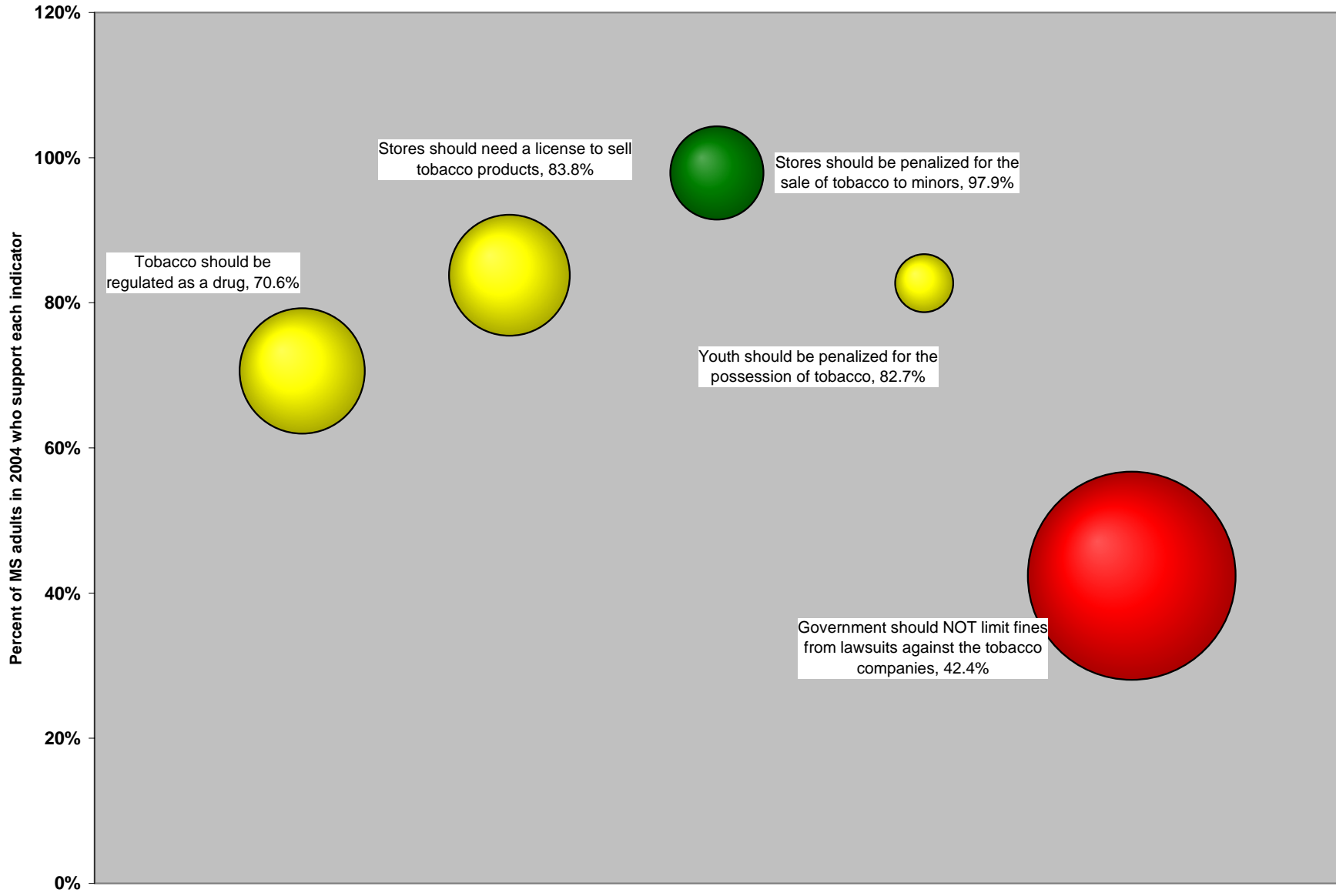
"How acceptable is it for schools to put up anti-tobacco posters?"

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

Sample Characteristic	Very acceptable	Somewhat acceptable	Somewhat unacceptable	Very acceptable	<i>p</i>
Total	79.2	12.8	2.4	5.6	
Rural	79.8	10.9	2.5	6.8	
Urban	78.2	14.8	2.5	4.5	ns
Nonsmoker	80.8	11.4	2.3	5.4	
Smoker	70.7	20.7	3.6	5.0	.018
Male	76.3	14.4	2.2	7.1	
Female	82.0	11.4	2.5	4.0	ns
White	78.3	14.8	1.9	5.0	
African American	81.8	9.1	2.6	6.6	ns
18-24 years of age	73.5	19.3	1.2	6.0	
25-44 years of age	79.7	13.0	2.5	4.7	
45-64 years of age	80.3	11.6	2.0	6.1	
65 years of age or older	79.3	11.7	3.4	5.6	ns
Not a high school graduate	78.9	11.4	3.5	6.1	
High school graduate	76.0	14.2	2.2	7.6	
Some college	78.9	12.7	3.0	5.5	
College graduate	82.9	12.2	2.0	2.8	ns

Note: 2.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Government and Political Order, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

GOVERNMENT AND POLITICAL ORDER

Universal Norms, Beliefs and Practices

- 2.0 million Mississippi adults (97.9 percent) believe that stores should be penalized for the sale of tobacco to minors

Significant Improvements 2000 to 2004

Government and Political Order		2000	2001	2002	2003	2004	<i>p, 2000 to 2004</i>	<i>p, 2003 to 2004</i>	<i>p, MS v. US, 2004</i>
Tobacco should be regulated as a drug	MS	67.9	75.9	73.2	73.3	70.6	ns	ns	
	US	63.7	66.0	66.0	65.9	68.3	.003	ns	ns
Stores should need a license to sell tobacco products	MS	80.8	84.7	84.3	84.3	83.8	ns	ns	
	US	71.5	74.6	78.2	76.8	78.6	<.001	ns	.001
Stores should be penalized for the sale of tobacco to minors	MS	95.8	96.4	96.4	95.3	97.9	.015	ns	
	US	93.4	94.0	94.0	93.1	95.1	.016	.001	<.001
Youth should be penalized for the possession of tobacco	MS	82.0	83.0	82.1	81.9	82.7	ns	Ns	
	US	75.6	76.0	76.3	74.6	74.0	ns	ns	<.001
Government should NOT limit fines from lawsuits against the tobacco companies	MS	47.6	47.2	40.1	44.9	42.4	.043	.049	
	US	47.6	50.0	48.6	45.2	40.2	<.001	<.001	ns

Government and Political Order: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

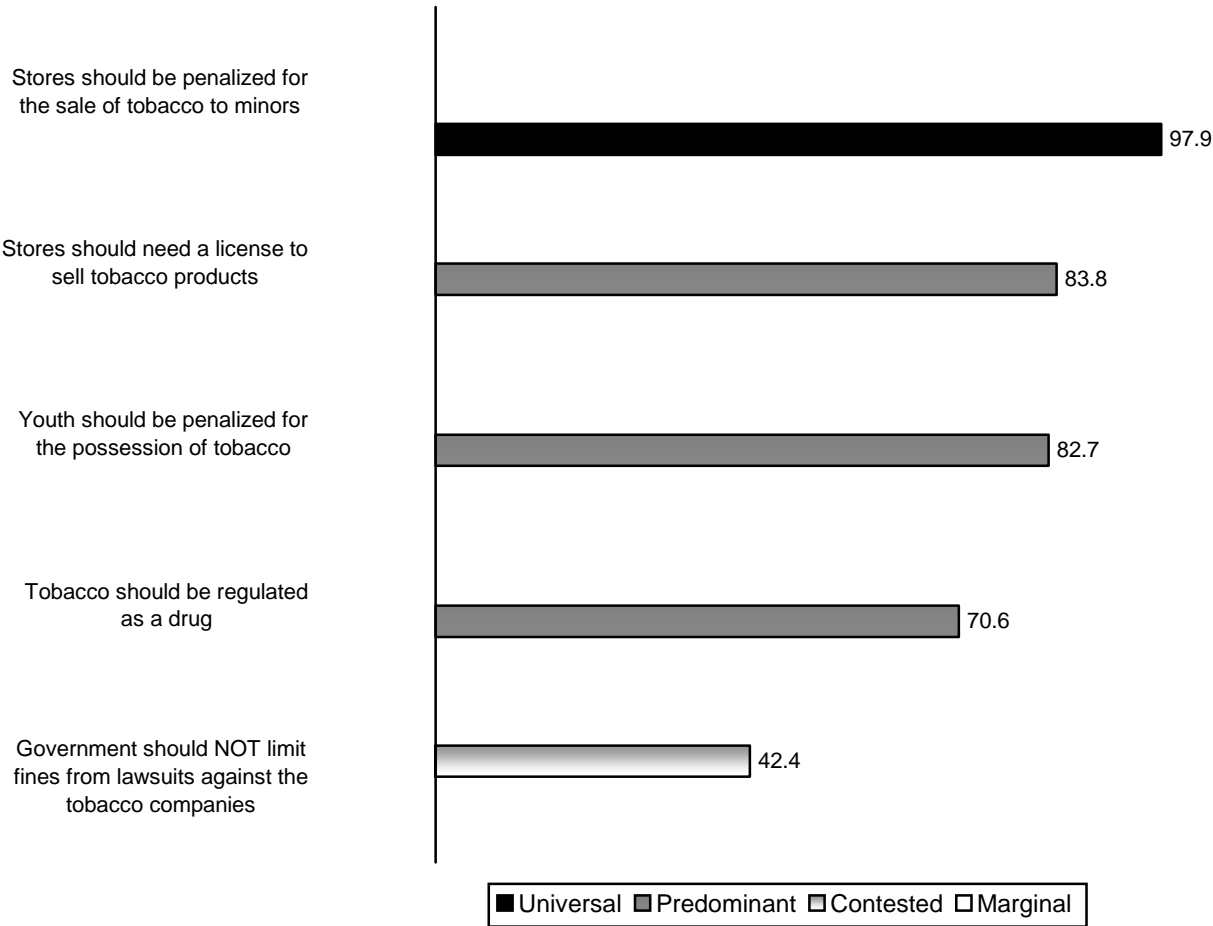


Table 4.1 Tobacco Should Be Regulated as a Drug

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	16.6	53.9	23.3	6.1	
Rural	13.6	52.4	26.8	7.2	
Urban	19.7	55.5	20.0	4.9	.012
Nonsmoker	17.8	57.4	20.6	4.2	
Smoker	10.6	34.8	38.6	15.9	<. 001
Male	13.6	48.6	29.3	8.5	
Female	19.5	59.0	17.6	3.9	<. 001
White	16.9	51.1	24.4	7.5	
African American	15.1	61.2	21.3	2.3	.006
18-24 years of age	13.2	63.2	17.1	6.6	
25-44 years of age	19.8	49.6	23.3	7.3	
45-64 years of age	16.6	54.7	22.6	5.8	
65 years of age and older	12.7	55.2	27.3	4.8	ns
Not a high school graduate	18.3	55.8	23.1	2.9	
High school graduate	12.9	57.8	21.9	7.4	
Some college	16.4	49.8	25.3	8.4	
College graduate	19.3	53.2	24.0	3.4	ns

Note: 8.3 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	21.3	62.5	14.0	2.1	
Rural	21.7	61.6	14.8	1.8	
Urban	21.0	63.3	13.2	2.5	ns
Nonsmoker	22.2	64.7	11.5	1.6	
Smoker	16.8	51.8	26.3	5.1	<. 001
Male	18.2	58.9	19.2	3.6	
Female	24.1	65.5	9.5	0.9	<. 001
White	21.7	57.4	18.4	2.5	
African American	19.9	73.2	6.2	0.7	<. 001
18-24 years of age	27.4	53.6	13.1	6.0	
25-44 years of age	24.3	61.2	12.7	1.9	
45-64 years of age	19.5	61.3	17.5	1.7	
65 years of age or older	18.1	71.2	9.6	1.1	.016
Not a high school graduate	22.2	70.9	6.8	0.0	
High school graduate	18.3	65.3	13.8	2.6	
Some college	26.2	57.8	13.9	2.1	
College graduate	18.8	60.4	18.0	2.9	.041

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

Table 4.3 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	34.5	63.4	1.9	0.2	
Rural	34.8	63.2	1.6	0.4	
Urban	34.0	63.8	2.2	0.0	ns
Nonsmoker	34.7	63.5	1.6	0.1	
Smoker	33.8	62.7	2.8	0.7	ns
Male	32.7	64.7	2.4	0.2	
Female	36.3	62.1	1.5	0.2	ns
White	36.2	60.9	2.6	0.3	
African American	30.4	69.3	0.4	0.0	.019
18-24 years of age	36.5	61.2	2.4	0.0	
25-44 years of age	37.5	60.3	1.4	0.7	
45-64 years of age	33.5	64.8	1.7	0.0	
65 years of age or older	30.4	66.8	2.7	0.0	ns
Not a high school graduate	24.8	73.5	1.7	0.0	
High school graduate	30.1	67.0	1.4	0.7	
Some College	40.5	58.7	0.8	0.0	
College graduate	38.0	58.4	3.6	0.0	.007

Note: 0.9 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 4.4 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	16.6	66.2	15.7	1.6	
Rural	15.6	65.1	17.7	1.7	
Urban	17.7	67.1	13.7	1.4	ns
Nonsmoker	17.2	68.1	13.5	1.1	
Smoker	13.8	55.1	27.5	3.6	<.001
Male	13.5	64.5	19.8	2.3	
Female	19.4	67.7	12.0	0.9	.002
White	17.1	63.3	17.6	2.0	
African American	15.8	72.5	10.9	0.8	.025
18-24 years of age	19.0	69.6	11.4	0.0	
25-44 years of age	19.1	70.0	8.2	2.6	
45-64 years of age	16.5	62.1	20.2	1.2	
65 years of age or older	11.6	66.9	20.3	1.2	.002
Not a high school graduate	16.4	72.7	10.9	0.0	
High school graduate	13.8	67.3	16.9	1.9	
Some college	18.1	63.4	15.9	2.6	
College graduate	18.3	64.3	16.6	0.9	ns

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

Table 4.5 Lawsuit Limit against Tobacco Companies

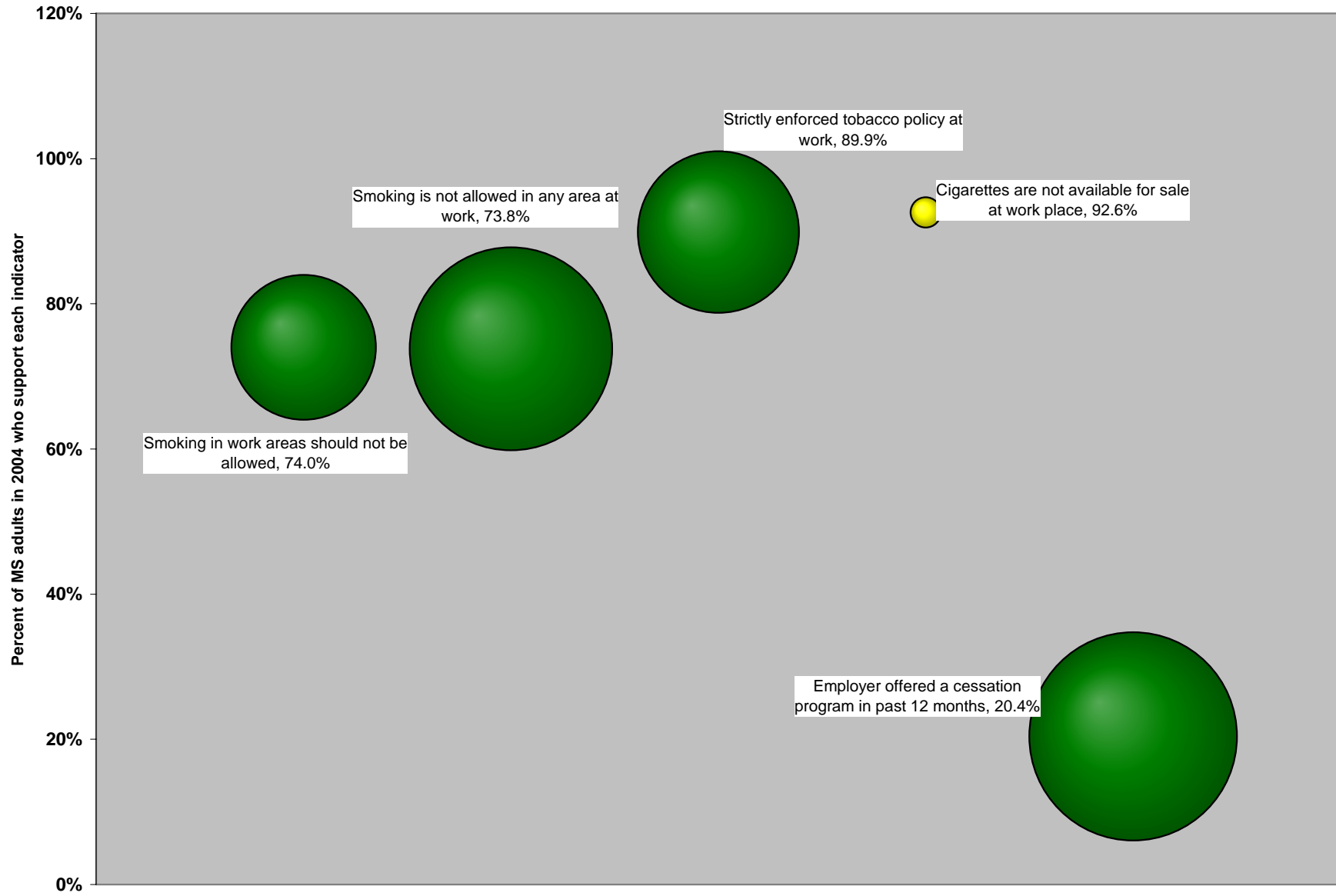
"The government should limit fines from lawsuits against the tobacco companies. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	9.0	48.6	34.4	8.1	
Rural	8.4	50.9	33.6	7.2	
Urban	9.6	46.3	35.3	8.8	ns
Nonsmoker	7.9	49.6	34.3	8.1	
Smoker	14.0	43.4	34.6	8.1	ns
Male	11.1	49.7	31.1	8.2	
Female	7.2	47.6	37.2	8.1	ns
White	10.6	49.1	33.0	7.4	
African American	5.1	48.0	37.1	9.8	.045
18-24 years of age	13.8	45.0	28.8	12.5	
25-44 years of age	9.2	47.3	34.7	8.8	
45-64 years of age	6.0	48.1	38.0	7.9	
65 years of age or older	12.1	53.5	29.3	5.1	ns
Not a high school graduate	9.0	62.0	23.0	6.0	
High school graduate	7.3	45.1	41.9	5.7	
Some college	12.3	46.4	31.8	9.5	
College graduate	7.2	48.9	33.8	10.1	.012

Note: 10.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Work, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

Universal Norms, Beliefs and Practices

- 92.6 percent of Mississippi adult workers report that cigarettes are not available for sale at their work place
- 89.9 percent of Mississippi adult workers report that their worksite smoking policy is strictly enforced
- 86.4 percent of Mississippi adult workers report no ETS exposure at work in the past 7 days

Significant Improvements 2000 to 2004

Work		2000	2001	2002	2003	2004	<i>p</i> , 2000 to 2004	<i>p</i> , 2003 to 2004	<i>p</i> , MS v. US, 2004
Smoking in work areas should not be allowed	MS	61.8	63.4	64.1	72.2	74.0	<.001	ns	
	US	57.8	61.8	66.4	68.9	72.5	<.001	.002	ns
Smoking is not allowed in any area at work	MS	53.2	62.1	64.7	64.8	73.8	<.001	ns	
	US	65.7	68.5	65.0	69.9	76.8	<.001	.001	ns
Strictly enforced tobacco policy at work	MS	72.3	82.8	85.4	82.9	89.9	<.001	ns	
	US	78.0	79.5	80.7	86.5	88.3	<.001	ns	ns
No ETS exposure at work in the past 7 days	MS	n/a	n/a	n/a	79.1	86.4	n/a	<.001	
	US	n/a	n/a	n/a	86.1	87.9	n/a	ns	ns
Cigarettes are not available for sale at work place	MS	91.8	91.6	91.0	93.1	92.6	ns	ns	
	US	91.9	91.9	93.4	93.5	94.0	.035	ns	ns
Employer offered a cessation program in past 12 months	MS	14.5	19.8	18.8	17.8	20.4	.016	ns	
	US	23.2	23.6	21.3	18.9	19.0	.012	ns	ns

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

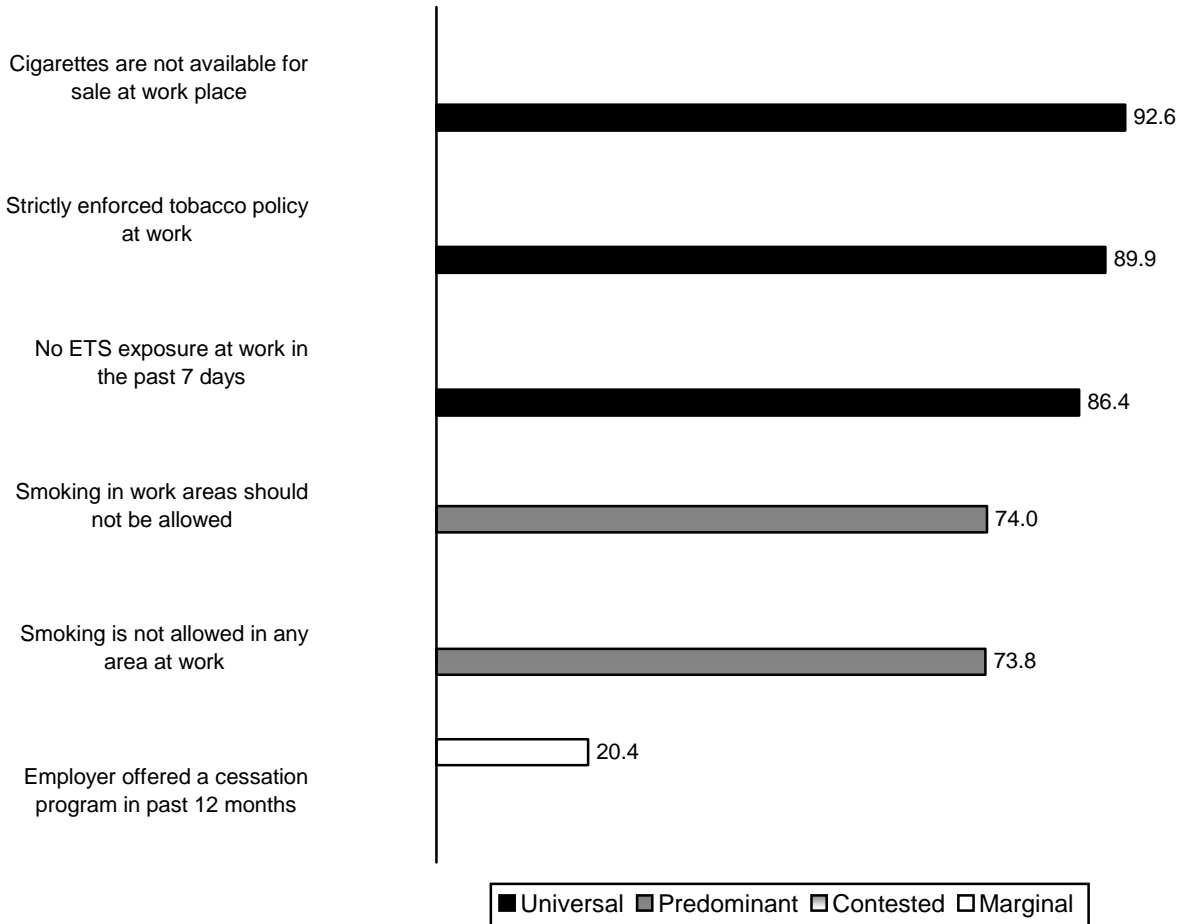


Table 5.1 Should Smoking Be Allowed in Work Areas

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	In some areas	Not allowed at all	<i>p</i>
Total	0.9	25.1	74.0	
Rural	0.9	24.3	74.8	
Urban	0.9	25.8	73.3	ns
Nonsmoker	0.3	19.7	80.0	
Smoker	3.6	54.0	42.4	< .001
Male	1.2	30.3	68.5	
Female	0.6	20.5	78.8	.002
White	1.2	24.4	74.4	
African American	0.7	26.4	72.8	ns
18-24 years of age	2.4	27.7	69.9	
25-44 years of age	1.1	27.1	71.8	
45-64 years of age	0.9	27.4	71.7	
65 years of age or older	0.0	16.4	83.6	.033
Not a high school graduate	2.6	23.3	74.1	
High school graduate	0.7	34.4	64.8	
Some college	0.8	22.6	76.5	
College graduate	0.4	18.5	81.0	.001

Note: 1.7 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 5.2 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, region, 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	<i>p</i>
Total	73.9	12.7	4.3	9.1	
Rural	72.8	11.9	5.8	9.5	
Urban	75.0	13.4	2.9	8.7	ns
Nonsmoker	76.8	12.2	3.3	7.7	
Smoker	60.7	15.7	9.0	14.6	.005
Male	66.7	13.3	6.7	13.3	
Female	81.5	12.0	2.0	4.4	< .001
White	74.0	12.7	3.8	9.4	
African American	75.8	11.5	4.2	8.5	ns
18-24 years of age	72.5	13.7	3.9	9.8	
25-44 years of age	72.9	11.3	4.5	11.3	
45-64 years of age	74.1	13.8	4.0	8.0	
65 years of age or older	87.0	8.7	4.3	0.0	ns
Not a high school graduate	61.8	17.6	5.9	14.7	
High school graduate	60.6	13.1	10.0	16.3	
Some college	72.5	16.9	2.1	8.5	
College graduate	88.4	7.7	1.1	2.8	> .001

Note: 42.6 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Table 5.3 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	<i>p</i>
Total	1.8	2.2	6.1	89.9	
Rural	1.5	1.5	4.9	92.2	
Urban	2.1	2.5	7.1	88.4	ns
Nonsmoker	2.1	2.7	6.1	89.1	
Smoker	0.0	0.0	5.9	94.1	ns
Male	1.9	3.3	8.0	86.9	
Female	1.3	0.9	4.3	93.5	ns
White	2.1	2.4	5.5	90.1	
African American	1.4	1.4	7.0	90.2	ns
18-24 years of age	0.0	0.0	8.9	91.1	
25-44 years of age	1.6	1.6	4.8	91.9	
45-64 years of age	2.6	3.6	5.7	88.1	
65 years of age or older	0.0	0.0	13.6	86.4	ns
Not a high school graduate	8.0	0.0	0.0	92.0	
High school graduate	4.2	4.2	10.2	81.4	
Some college	0.8	0.8	5.5	92.9	
College graduate	0.0	1.7	4.6	93.6	.004

Note: 50.7 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 Frequency of ETS Exposure at Work

"During the past 7 days, on how many days were you in the same room at work with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	<i>p</i>
Total	46.6	9.8	10.1	7.6	25.9	
Rural	58.1	8.1	3.2	3.2	21.0	
Urban	36.2	11.6	10.1	11.6	3.1	ns
Nonsmoker	54.7	12.6	9.5	4.2	18.9	
Smoker	26.5	2.9	11.8	17.6	41.2	.002
Male	44.2	10.5	10.5	5.8	5.3	
Female	52.2	8.7	8.7	10.9	3.3	ns
White	45.1	8.5	11.0	8.5	26.8	
African American	53.7	14.6	9.8	4.9	17.1	ns
18-24 years of age	38.5	0.0	15.4	7.7	38.5	
25-44 years of age	40.0	13.3	11.7	8.3	26.7	
45-64 years of age	56.4	7.3	7.3	7.3	21.8	
65 years of age and older	33.3	0.0	0.0	0.0	33.3	ns
Not a high school graduate	30.8	0.0	7.7	7.7	53.8	
High school graduate	43.3	6.7	11.7	10.0	26.3	
Some college	55.0	12.5	12.5	2.5	17.5	
College Graduate	52.6	21.1	0.0	10.5	15.8	ns

Note: 85.5 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 Availability of Cigarettes for Sale at Work

"Are cigarettes for sale at your work place?"

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

Sample Characteristic	Yes	No	p
Total	7.4	92.6	
Rural	7.9	92.1	
Urban	6.9	93.1	ns
Nonsmoker	6.4	93.6	
Smoker	12.4	87.6	ns
Male	5.7	94.3	
Female	9.2	90.8	ns
White	7.2	92.8	
African American	6.7	93.3	ns
18-24 years of age	17.6	82.4	
25-44 years of age	8.5	91.5	
45-64 years of age	4.1	95.9	
65 years of age or older	4.3	95.7	.007
Not a high school graduate	8.8	91.2	
High school graduate	9.6	90.4	
Some College	11.3	88.7	
College graduate	2.8	97.2	.021

Note: 43.1 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 Employer Cessation Program

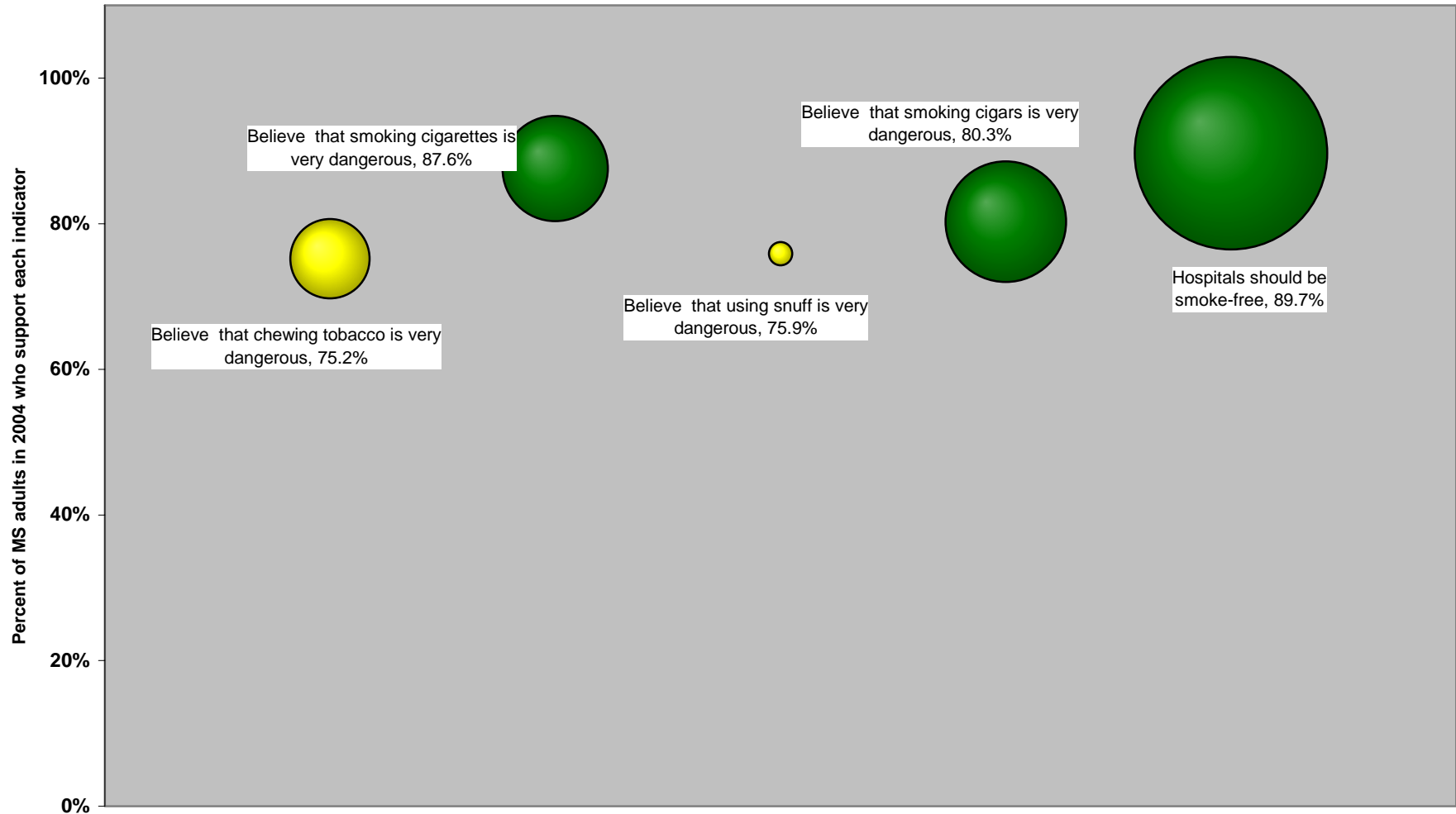
"Within the past 12 months, has your employer offered any stop smoking programs or any other help to employees who want to quit smoking?"

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

Sample Characteristic	Yes	No	p
Total	20.4	79.6	
Rural	20.4	79.6	
Urban	20.4	79.6	ns
Nonsmoker	20.3	79.7	
Smoker	21.4	78.6	ns
Male	17.5	82.5	
Female	23.6	76.4	ns
White	17.0	83.0	
African American	26.1	73.9	.019
18-24 years of age	22.2	77.8	
25-44 years of age	19.1	80.9	
45-64 years of age	22.9	77.1	
65 years of age or older	4.5	95.5	ns
Not a high school graduate	11.8	88.2	
High school graduate	10.1	89.9	
Some college	26.3	73.7	
College graduate	26.9	73.1	<. 001

Note: 45.8 percent of respondents reported *Don't Know* or refused or did not work.
Percentages may not add to 100 due to rounding.

Health and Medical Care, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

HEALTH AND MEDICAL CARE

Universal Norms, Beliefs and Practices

- 1.9 million Mississippi adults (89.7 percent) believe that smoking should not be allowed in hospitals
- 1.8 million Mississippi adults (87.6 percent) believe that smoking cigarettes is very dangerous

Significant Improvements 2000 to 2004

Health and Medical Care		2000	2001	2002	2003	2004	<i>p</i> , 2000 to 2004	<i>p</i> , 2003 to 2004	<i>p</i> , MS v. US, 2004
Hospitals should be smoke-free	MS	76.1	85.1	84.5	87.5	89.7	<.001	ns	
	US	74.3	83.9	84.8	85.7	88.3	<.001	.003	<.001
Believe that breathing second-hand smoke is very dangerous	MS	n/a	n/a	n/a	73.9	76.6	n/a	n/a	
	US	n/a	n/a	n/a	68.0	69.0	n/a	n/a	<.001
Believe that chewing tobacco is very dangerous	MS	73.0	72.2	72.5	76.6	75.2	ns	ns	
	US	71.4	73.2	77.1	79.3	77.3	<.001	ns	ns
Believe that smoking cigarettes is very dangerous	MS	83.2	84.9	85.0	85.2	87.6	.010	ns	
	US	78.9	81.0	84.2	84.6	85.6	<.001	ns	ns
Believe that using snuff is very dangerous	MS	75.7	75.7	75.3	79.0	75.9	ns	ns	
	US	72.5	75.0	79.3	80.5	78.2	.001	.039	ns
Believe that smoking cigars is very dangerous	MS	75.1	76.1	76.9	80.3	80.3	.010	ns	
	US	68.1	65.2	73.0	73.1	74.7	<.001	ns	.001
Has a health insurance policy that covers the costs of stop smoking programs	MS	n/a	n/a	n/a	n/a	13.8	n/a	n/a	
	US	n/a	n/a	n/a	n/a	26.1	n/a	n/a	<.001
Believe that health insurance should cover the costs of stop smoking programs	MS	n/a	n/a	n/a	n/a	74.9	n/a	n/a	
	US	n/a	n/a	n/a	n/a	81.3	n/a	n/a	<.001

Health and Medical Care: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

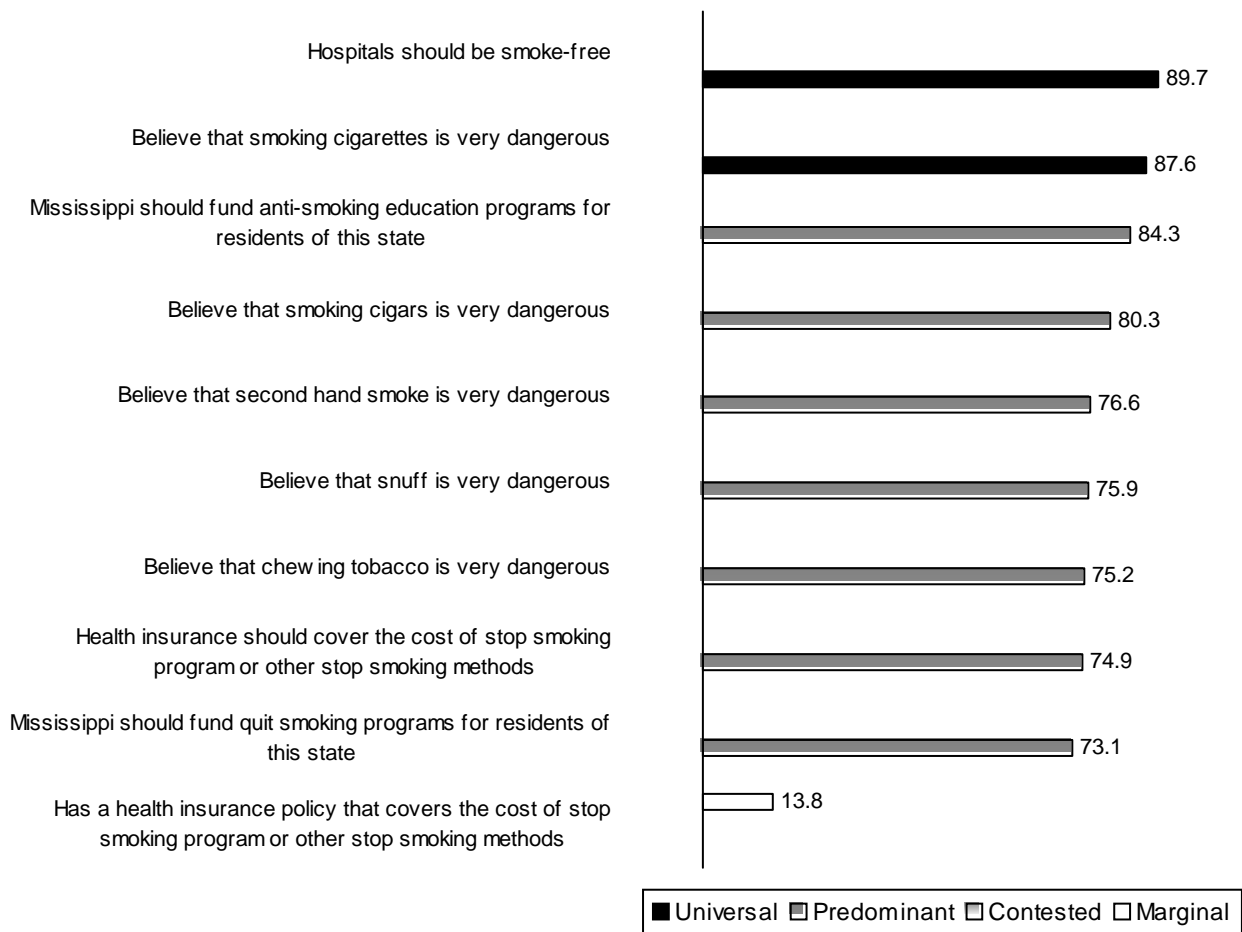


Table 6.1 Should Smoking Be Allowed in Hospitals

"In hospitals, do you think that smoking should be allowed in all areas, in some areas, or not at all?"

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.1	10.2	89.7	
Rural	0.2	9.4	90.4	
Urban	0.0	11.0	89.0	ns
Nonsmoker	0.0	6.8	93.2	
Smoker	0.7	27.8	71.5	< .001
Male	0.2	11.8	88.0	
Female	0.0	8.9	91.1	ns
White	0.2	12.0	87.9	
African American	0.0	6.1	93.9	.023
18-24 years of age	1.2	8.3	90.5	
25-44 years of age	0.0	12.6	87.4	
45-64 years of age	0.0	10.7	89.3	
65 years of age or older	0.0	6.5	93.5	.022
Not a high school graduate	0.0	6.9	93.1	
High school graduate	0.0	14.7	85.3	
Some college	0.0	8.2	91.8	
College graduate	0.4	9.1	90.5	ns

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

Table 6.2 Danger of Second Hand Smoke

"Is breathing second hand smoke very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	76.6	19.5	3.9	
Rural	78.3	17.4	4.3	
Urban	74.8	21.6	3.6	ns
Nonsmoker	81.4	16.2	2.4	
Smoker	50.7	38.2	11.0	< .001
Male	67.6	26.3	6.1	
Female	84.4	13.7	1.9	< .001
White	74.1	21.6	4.3	
African American	80.4	16.4	3.3	ns
18-24 years of age	78.3	20.5	1.2	
25-44 years of age	73.4	22.5	4.1	
45-64 years of age	75.4	20.6	4.0	
65 years of age or older	83.0	12.6	4.4	ns
Not a high school graduate	83.2	13.4	3.4	
High school graduate	68.7	25.4	6.0	
Some college	79.5	18.0	2.5	
College graduate	78.3	18.1	3.6	.022

Note: 2.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.3 Danger of Chewing Tobacco

"Is chewing tobacco very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	75.2	20.9	3.9	
Rural	71.8	23.2	5.0	
Urban	78.5	18.7	2.8	.048
Nonsmoker	77.1	19.0	3.9	
Smoker	65.1	31.0	3.9	.008
Male	66.2	27.5	6.4	
Female	82.9	15.2	2.0	<.001
White	73.0	22.6	4.4	
African American	78.7	18.2	3.1	ns
18-24 years of age	79.0	21.0	0.0	
25-44 years of age	73.9	20.1	6.0	
45-64 years of age	73.4	23.7	3.0	
65 years of age or older	79.0	16.2	4.8	ns
Not a high school graduate	78.7	19.4	1.9	
High school graduate	65.8	26.9	7.3	
Some college	81.5	16.8	1.7	
College graduate	76.9	19.8	3.3	.001

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

Table 6.4 Danger of Smoking Cigarettes

"Is smoking cigarettes very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	87.6	11.1	1.3	
Rural	88.1	10.5	1.3	
Urban	87.3	11.6	1.1	ns
Nonsmoker	91.3	7.9	0.8	
Smoker	69.1	27.3	3.6	<.001
Male	81.9	16.2	1.9	
Female	92.9	6.5	0.6	<.001
White	86.6	12.1	1.4	
African American	88.5	10.1	1.4	ns
18-24 years of age	83.1	15.7	1.2	
25-44 years of age	84.1	14.1	1.8	
45-64 years of age	89.2	10.2	0.6	
65 years of age or older	91.8	6.6	1.6	ns
Not a high school graduate	91.6	6.7	1.7	
High school graduate	81.1	17.1	1.8	
Some college	90.4	8.8	0.8	
College graduate	89.6	9.6	0.8	0.15

Note: 1.1 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.5 Danger of Using Snuff

"Is using snuff very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	76.0	16.6	3.1	
Rural	75.1	20.7	4.3	
Urban	77.2	20.7	2.1	ns
Nonsmoker	77.9	18.8	3.2	
Smoker	65.1	31.0	3.9	.006
Male	68.0	26.7	5.3	
Female	83.1	15.5	1.3	<.001
White	75.0	21.7	3.2	
African American	77.3	19.2	3.5	ns
18-24 years of age	79.5	19.3	1.2	
25-44 years of age	72.9	21.8	5.3	
45-64 years of age	76.3	22.5	1.2	
65 years of age or older	79.1	16.3	4.7	.045
Not a high school graduate	82.6	14.7	2.8	
High school graduate	68.1	26.5	5.4	
Some college	81.1	17.6	1.3	
College graduate	76.0	21.1	2.9	.009

Note: 1.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.6 Danger of Smoking Cigars

"Is smoking cigars very dangerous, somewhat dangerous, or not very dangerous?"

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

Sample Characteristic	Very dangerous	Somewhat dangerous	Not very dangerous	<i>p</i>
Total	80.4	16.6	3.1	
Rural	79.6	16.1	4.3	
Urban	81.0	17.0	2.0	ns
Nonsmoker	83.6	14.4	2.0	
Smoker	63.2	27.9	8.8	<.001
Male	72.6	22.8	4.6	
Female	87.2	11.2	1.7	<.001
White	78.0	18.8	3.2	
African American	84.9	12.5	2.6	ns
18-24 years of age	74.7	22.9	2.4	
25-44 years of age	78.5	18.2	3.3	
45-64 years of age	80.6	17.1	2.3	ns
65 years of age or older	85.3	10.3	4.3	
Not a high school graduate	83.9	11.9	4.2	
High school graduate	72.5	22.0	5.5	
Some college	86.6	11.8	1.7	
College graduate	79.8	18.5	1.6	.001

Note: 1.8 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.7

"Health insurance should cover costs of a stop smoking program or other stop smoking methods. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	13.9	61.0	22.8	2.3	
Rural	12.3	63.2	22.1	2.5	
Urban	15.5	58.7	23.5	2.2	ns
Nonsmoker	11.4	63.1	23.4	2.1	
Smoker	25.9	52.6	17.8	3.7	<.001
Male	13.2	55.8	27.0	4.0	
Female	14.6	65.3	19.4	0.7	<.001
White	15.8	57.8	23.6	2.8	
African American	9.1	67.6	22.1	1.2	.015
18-24 years of age	17.1	50.0	31.7	1.2	
25-44 years of age	16.5	62.0	18.4	3.1	
45-64 years of age	14.3	65.7	18.5	1.5	
65 years of age or older	7.1	55.2	34.4	3.2	<.001
Not a high school graduate	13.6	64.1	21.4	1.0	
High school graduate	8.6	59.6	29.0	2.9	
Some college	20.3	60.8	16.7	2.2	
College graduate	13.3	62.7	22.3	1.7	.011

Note: 9.4 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 6.8

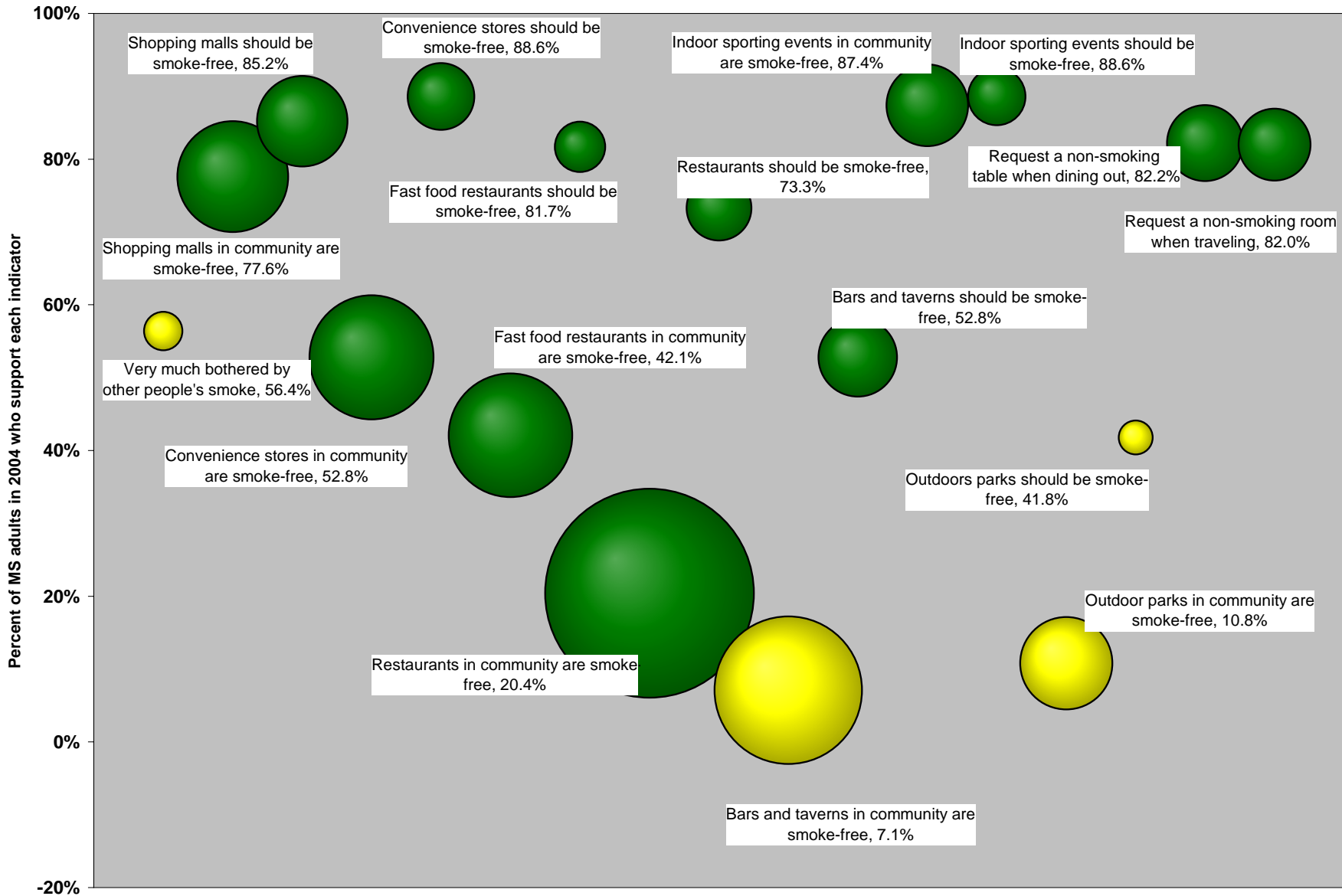
"Does your health insurance cover costs of a stop smoking program or other stop smoking methods?"

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

Sample Characteristic	Does not have health insurance	Yes	No	<i>p</i>
Total	5.4	13.8	80.8	
Rural	6.7	12.6	80.7	
Urban	4.1	14.8	81.1	ns
Nonsmoker	4.8	12.8	82.5	
Smoker	9.1	19.1	71.8	.034
Male	3.0	14.9	82.1	
Female	7.5	12.7	79.8	ns
White	6.4	13.6	80.0	
African American	2.8	14.0	83.3	ns
18-24 years of age	10.9	9.1	80.0	
25-44 years of age	5.5	15.3	79.2	
45-64 years of age	5.7	14.3	80.0	ns
65 years of age or older	1.9	12.0	86.1	
Not a high school graduate	7.1	3.6	89.3	
High school graduate	5.5	13.0	81.5	
Some college	6.0	19.5	74.5	
College graduate	3.6	15.7	80.7	.041

Note: 36.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Recreation, Leisure, and Sports, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

RECREATION, LEISURE, AND SPORTS

Universal Norms, Beliefs and Practices

- 1.8 million Mississippi adults (88.6 percent) believe that smoking should not be allowed in indoor sporting events
- 1.8 million Mississippi adults (88.6 percent) believe that smoking should not be allowed in convenience stores
- 1.8 million Mississippi adults (87.4 percent) report that smoking indoor sporting events in their community are smokefree
- 1.8 million Mississippi adults (85.2 percent) believe that smoking should not be allowed in shopping malls

Significant Improvements 2000 to 2004

Recreation, Leisure, and Sports		2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004	p, MS v. US, 2004
Very much bothered by other people's smoke	MS	54.5	54.2	55.0	54.4	56.4	ns	ns	
	US	46.8	48.1	50.3	52.1	50.6	.017	ns	.002
No ETS exposure in a public place in the past 7 days	MS	n/a	n/a	45.7	43.7	56.8	n/a	ns	
	US	n/a	n/a	n/a	44.6	55.5	n/a	<.001	ns
Shopping malls in community are smoke-free	MS	60.3	71.2	70.3	73.5	77.6	<.001	ns	
	US	75.4	77.0	79.2	79.0	82.9	<.001	<.001	.001
Shopping malls should be smoke-free	MS	71.5	79.5	79.5	84.1	85.2	<.001	.013	
	US	71.4	75.3	81.0	80.9	84.2	<.001	<.001	ns
Convenience stores in community are smoke-free	MS	38.8	45.8	50.9	55.5	52.8	<.001	ns	
	US	68.4	73.7	75.4	76.6	78.7	<.001	ns	<.001
Convenience stores should be smoke-free	MS	80.2	82.8	85.0	87.1	88.6	<.001	ns	
	US	86.3	86.9	87.6	88.1	90.2	<.001	.010	ns
Fast food restaurants in community are smoke-free	MS	31.0	37.9	47.1	48.1	42.1	<.001	ns	
	US	52.1	57.8	63.5	68.9	71.2	<.001	ns	<.001
Fast food restaurants should be smoke-free	MS	77.1	77.5	80.5	81.8	81.7	.020	ns	
	US	76.8	80.0	81.5	83.8	84.1	<.001	ns	ns
Restaurants in community are smoke-free	MS	10.1	12.4	11.5	18.3	20.4	<.001	<.001	
	US	24.5	28.1	26.5	39.0	45.8	<.001	<.001	<.001
Restaurants should be smoke-free	MS	66.7	64.6	65.2	71.9	73.3	.003	.003	
	US	61.0	61.4	65.5	69.0	73.3	<.001	.004	ns
Bars and taverns in community are smoke-free	MS	4.7	3.9	4.9	10.6	7.1	ns	.001	
	US	12.9	12.4	13.3	23.7	31.3	<.001	<.001	<.001
Bars and taverns should be smoke-free	MS	46.1	43.8	46.7	50.5	52.8	.009	ns	
	US	32.8	33.2	42.9	41.4	48.1	<.001	<.001	.018
Indoor sporting events in community are smoke-free	MS	75.6	80.5	87.1	82.7	87.4	<.001	.021	
	US	80.2	81.7	80.2	85.7	87.2	<.001	ns	ns
Indoor sporting events should be smoke-free	MS	82.2	85.3	88.3	88.6	88.6	<.001	ns	
	US	77.5	80.4	82.5	83.7	86.8	<.001	<.001	ns
Outdoor parks in community are smoke-free	MS	9.0	8.3	9.8	12.1	10.8	ns	ns	
	US	7.9	7.9	11.3	11.8	18.0	<.001	ns	<.001
Outdoors parks should be smoke-free	MS	40.7	38.9	38.6	38.5	41.8	ns	ns	
	US	25.0	25.2	37.6	32.4	35.0	<.001	.037	<.001
Request a non-smoking table when dining out	MS	72.4	75.4	77.0	77.7	82.2	<.001	ns	
	US	70.1	72.8	75.5	76.9	78.1	<.001	ns	.008
Request a non-smoking room when traveling	MS	73.1	76.2	76.5	78.2	82.0	<.001	ns	
	US	72.2	75.1	78.2	77.9	80.4	<.001	.021	ns
It is unacceptable for tobacco companies to sponsor sporting events	MS	n/a	n/a	n/a	n/a	51.5	n/a	n/a	
	US	n/a	n/a	n/a	n/a	43.6	n/a	n/a	<.001
It is unacceptable for tobacco companies to sponsor cultural events	MS	n/a	n/a	n/a	n/a	51.8	n/a	n/a	
	US	n/a	n/a	n/a	n/a	44.6	n/a	n/a	<.001

Recreation, Leisure, and Sports: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

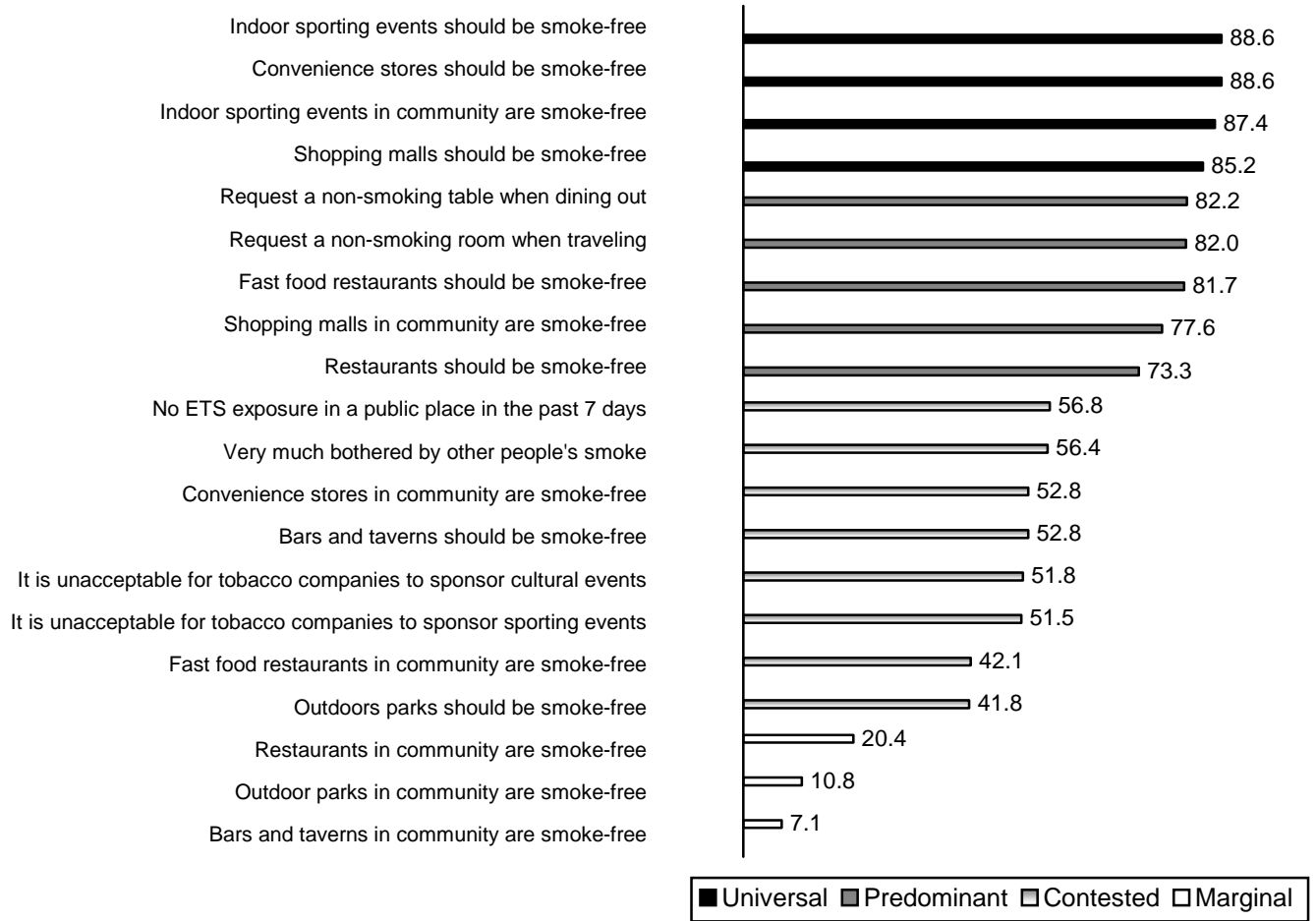


Table 7.1 Tolerance for Second-Hand Smoke

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little	Moderately	Very much	<i>p</i>
Total	16.2	12.2	15.2	56.4	
Rural	18.8	10.7	13.6	56.9	
Urban	13.7	13.7	16.9	55.8	ns
Nonsmoker	9.2	10.3	15.7	64.8	
Smoker	53.1	21.7	13.3	11.9	<. 001
Male	22.4	16.0	16.0	45.6	
Female	10.7	9.0	14.4	65.9	<. 001
White	16.4	12.7	16.0	54.9	
African American	15.5	10.8	14.1	59.6	ns
18-24 years of age	16.7	20.2	15.5	47.6	
25-44 years of age	15.5	14.4	15.8	54.3	
45-64 years of age	15.9	11.9	16.5	55.7	
65 years of age or older	17.8	5.9	11.4	64.9	.036
Not a high school graduate	23.7	10.2	8.5	57.6	
High school graduate	20.7	17.9	12.9	48.6	
Some college	14.6	10.9	15.5	59.0	
College graduate	9.9	8.7	20.9	60.5	<.001

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

Table 7.2 Frequency of ETS Exposure in a Public Place

"During the past 7 days, on how many days were you in a public place with someone who was smoking cigarettes?"

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

Sample Characteristic	0 Days	1 or 2 Days	3 or 4 Days	5 or 6 Days	7 Days	<i>p</i>
Total	56.8	24.5	8.0	2.6	8.1	
Rural	60.6	22.9	7.8	2.3	6.4	
Urban	53.1	26.1	8.3	2.9	9.6	ns
Nonsmoker	59.9	24.9	7.9	1.9	5.4	
Smoker	40.7	21.4	9.3	6.4	22.1	<. 001
Male	50.9	24.4	9.6	3.0	12.1	
Female	61.9	24.7	6.7	2.3	4.4	<. 001
White	53.8	26.5	8.7	2.2	8.8	
African American	62.7	21.7	7.2	2.9	5.4	ns
18-24 years of age	39.5	30.9	8.6	8.6	12.3	
25-44 years of age	43.7	33.3	10.0	2.6	10.4	
45-64 years of age	60.1	21.4	8.4	2.0	8.1	
65 years of age and older	77.4	14.5	3.8	1.1	3.2	<. 001
Not a high school graduate	66.4	18.6	2.7	0.9	11.5	
High school graduate	54.0	23.0	6.8	3.8	12.5	
Some college	54.4	24.5	12.9	3.3	5.0	
College Graduate	57.8	28.3	7.2	1.6	5.2	<. 001

Note: 2.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.3 Smoke-free Shopping Malls in Community

"Indoor shopping malls in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	77.6	19.4	3.1	
Rural	75.1	21.4	3.5	
Urban	80.0	17.5	2.5	ns
Nonsmoker	74.1	22.2	3.8	
Smoker	94.2	5.8	0.0	< .001
Male	79.6	17.1	3.3	
Female	75.7	21.3	2.9	ns
White	82.5	15.3	2.2	
African American	69.8	25.5	4.7	.001
18-24 years of age	68.1	23.6	8.3	
25-44 years of age	76.8	21.1	2.2	
45-64 years of age	78.5	18.6	2.9	
65 years of age or older	82.6	15.2	2.3	ns
Not a high school graduate	81.3	14.3	4.4	
High school graduate	75.2	21.1	3.7	
Some college	77.4	17.9	4.6	
College graduate	78.4	21.1	0.5	ns

Note: 21.5 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 7.4 Should Shopping Malls be Smoke-free

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.1	14.7	85.2	
Rural	0.2	14.7	85.0	
Urban	0.0	14.5	85.5	ns
Nonsmoker	0.0	11.9	88.1	
Smoker	0.7	30.7	68.6	< .001
Male	0.2	17.7	82.1	
Female	0.0	12.1	87.9	.034
White	0.2	15.6	84.2	
African American	0.0	12.3	87.7	ns
18-24 years of age	0.0	9.5	90.5	
25-44 years of age	0.0	17.8	82.2	
45-64 years of age	0.3	13.5	86.2	
65 years of age or older	0.0	14.3	85.7	ns
Not a high school graduate	0.0	9.5	90.5	
High school graduate	0.4	18.6	81.0	
Some college	0.0	16.9	83.1	
College graduate	0.0	11.4	88.6	ns

Note: 1.7 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 7.5 Smoke-free Convenience Stores in Community

"Convenience stores in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"
 (Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	52.8	12.2	35.0	
Rural	49.2	14.8	36.0	
Urban	56.5	9.4	34.1	.041
Nonsmoker	51.5	12.0	36.5	
Smoker	56.3	13.3	30.5	ns
Male	51.3	11.2	37.5	
Female	54.1	13.1	32.8	ns
White	48.7	11.6	39.7	
African American	60.9	12.8	26.4	.002
18-24 years of age	55.4	12.2	32.4	
25-44 years of age	50.7	12.6	36.8	
45-64 years of age	50.2	14.0	35.8	
65 years of age or older	60.0	7.9	32.1	ns
Not a high school graduate	72.0	8.0	20.0	
High school graduate	50.9	13.0	36.1	
Some college	49.5	13.4	37.1	
College graduate	47.5	12.6	39.9	.005

Note: 20.9 percent of respondents reported *Don't Know* or refused.
 Percentages may not add to 100 due to rounding.

Table 7.6 Should Convenience Stores be Smoke-free

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	2.2	9.1	88.6	
Rural	3.9	9.2	86.9	
Urban	0.5	9.0	90.5	.002
Nonsmoker	1.4	7.3	91.4	
Smoker	6.5	19.6	73.9	< .001
Male	3.7	10.9	85.4	
Female	1.1	7.6	91.3	.006
White	3.5	9.2	87.3	
African American	0.0	9.1	90.9	.007
18-24 years of age	2.4	8.5	89.0	
25-44 years of age	1.8	13.7	84.5	
45-64 years of age	2.0	6.6	91.4	
65 years of age or older	2.8	7.3	89.9	ns
Not a high school graduate	0.9	5.1	94.0	
High school graduate	3.3	10.4	86.2	
Some college	1.3	11.8	87.0	
College graduate	2.9	7.8	89.3	ns

Note: 2.9 percent of respondents reported *Don't Know* or refused.
 Percentages may not add to 100 due to rounding.

Table 7.7 Smoke-free Fast Food Restaurants in Community

"Fast food restaurants in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"
 (Percent responding by rural/urban, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	42.1	55.9	2.0	
Rural	41.7	56.5	1.8	
Urban	42.6	55.1	2.3	ns
Nonsmoker	39.4	58.2	2.5	
Smoker	55.7	44.3	0.0	.001
Male	43.7	54.7	1.6	
Female	40.6	57.0	2.4	ns
White	47.1	50.4	2.5	
African American	31.8	67.1	1.2	< . 001
18-24 years of age	41.6	57.1	1.3	
25-44 years of age	39.2	59.2	1.5	
45-64 years of age	41.3	56.7	2.0	
65 years of age or older	49.0	48.4	2.6	ns
Not a high school graduate	46.0	52.0	2.0	
High school graduate	38.8	59.2	2.0	
Some college	42.1	55.6	2.3	
College graduate	43.8	54.8	1.4	ns

Note: 12.5 percent of respondents reported *Don't Know* or refused.
 Percentages may not add to 100 due to rounding.

Table 7.8 Should Fast Food Restaurants be Smoke-free

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	0.1	18.2	81.7	
Rural	0.2	17.5	82.3	
Urban	0.0	18.7	81.3	ns
Nonsmoker	0.0	13.3	86.7	
Smoker	0.7	44.7	54.6	< . 001
Male	0.2	21.1	78.7	
Female	0.0	15.8	84.2	ns
White	0.2	18.7	81.2	
African American	0.0	16.6	83.4	ns
18-24 years of age	0.0	24.1	75.9	
25-44 years of age	0.0	24.7	75.3	
45-64 years of age	0.3	16.3	83.4	
65 years of age or older	0.0	9.3	90.7	.001
Not a high school graduate	0.0	15.4	84.6	
High school graduate	0.4	20.7	78.9	
Some college	0.0	19.8	80.2	
College graduate	0.0	15.9	84.1	ns

Note: 1.5 percent of respondents reported *Don't Know* or refused.
 Percentages may not add to 100 due to rounding.

Table 7.9 Restaurants in Community

"Restaurants in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>P</i>
Total	20.4	78.5	1.1	
Rural	24.0	75.0	1.0	
Urban	17.0	81.9	1.1	.037
Nonsmoker	19.5	79.2	1.3	
Smoker	24.5	75.5	0.0	ns
Male	21.8	77.3	1.0	
Female	19.1	79.6	1.3	ns
White	20.5	78.3	1.2	
African American	19.5	79.4	1.1	ns
18-24 years of age	15.0	83.8	1.3	
25-44 years of age	13.2	85.7	1.1	
45-64 years of age	22.5	76.3	1.2	
65 years of age or older	30.0	68.8	1.2	.002
Not a high school graduate	30.2	67.9	1.9	
High school graduate	18.5	79.6	1.9	
Some college	20.2	79.0	0.9	
College graduate	18.2	81.4	0.4	ns

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

Table 7.10 Should Restaurants be Smoke-free

"In restaurants, do you think that smoking should be allowed in all areas, some areas, or not at all?"

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

Sample Characteristic	All areas	Some areas	Not at all	<i>P</i>
Total	0.3	26.5	73.3	
Rural	0.2	24.7	75.1	
Urban	0.2	28.2	71.6	ns
Nonsmoker	0.1	19.4	80.5	
Smoker	0.7	65.7	33.6	< .001
Male	0.2	31.8	68.0	
Female	0.0	22.1	77.9	.003
White	0.3	28.8	70.9	
African American	0.0	22.0	78.0	ns
18-24 years of age	0.0	36.1	63.9	
25-44 years of age	0.4	37.5	62.2	
45-64 years of age	0.3	21.8	77.9	
65 years of age or older	0.0	14.7	85.3	< .001
Not a high school graduate	0.0	17.2	82.8	
High school graduate	0.7	28.1	71.2	
Some college	0.0	30.5	69.5	
College graduate	0.0	26.1	73.9	ns

Note: 1.5 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 7.11 Smoke-free Bars and Taverns in Community

"Bars and taverns in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	7.1	21.7	71.3	
Rural	11.3	21.2	67.5	
Urban	3.6	21.9	74.5	.005
Nonsmoker	7.5	23.9	68.6	
Smoker	6.2	14.4	79.4	ns
Male	4.9	18.9	76.2	
Female	9.5	24.5	65.9	.031
White	7.7	19.1	73.2	
African American	6.1	27.9	66.0	ns
18-24 years of age	2.9	21.7	75.4	
25-44 years of age	4.5	26.0	69.5	
45-64 years of age	6.5	20.6	72.9	
65 years of age or older	19.4	12.9	67.7	.002
Not a high school graduate	17.6	5.9	76.5	
High school graduate	3.5	22.0	74.5	
Some college	6.8	26.5	66.7	
College graduate	8.1	23.5	68.5	.005

Note: 48.8 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 7.12 Should Bars and Taverns be Smoke-free

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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	21.7	25.5	52.8	
Rural	24.4	21.7	53.9	
Urban	18.8	29.5	51.7	.020
Nonsmoker	16.2	24.9	58.9	
Smoker	50.4	29.1	20.5	< .001
Male	29.2	24.0	46.9	
Female	15.1	27.0	57.9	< .001
White	21.9	26.5	51.6	
African American	20.6	24.6	54.8	ns
18-24 years of age	27.8	34.2	38.0	
25-44 years of age	27.1	33.3	39.6	
45-64 years of age	23.0	22.0	55.0	
65 years of age or older	7.5	15.5	77.0	< .001
Not a high school graduate	17.3	10.2	72.4	
High school graduate	22.5	25.3	52.2	
Some college	26.4	26.4	47.3	
College graduate	18.4	30.7	50.9	< .001

Note: 11.0 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 7.13 Smoke-free Indoor Sporting Events in Community

"Indoor sporting events in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	87.4	10.3	2.2	
Rural	87.0	9.6	3.4	
Urban	87.7	11.1	1.2	ns
Nonsmoker	85.7	11.5	2.8	
Smoker	94.7	5.3	0.0	.023
Male	86.5	11.0	2.5	
Female	88.2	9.7	2.1	ns
White	88.6	9.2	2.2	
African American	85.7	12.1	2.2	ns
18-24 years of age	88.7	11.3	0.0	
25-44 years of age	82.3	15.8	1.9	
45-64 years of age	90.8	7.3	1.9	
65 years of age or older	88.3	6.3	5.4	.006
Not a high school graduate	87.8	8.5	3.7	
High school graduate	89.3	7.0	3.7	
Some college	87.6	10.2	2.2	
College graduate	84.6	14.9	0.5	ns

Note: 27.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.14 Should Indoor Sporting Events be Smoke-free

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	1.2	10.2	88.6	
Rural	1.1	9.8	89.1	
Urban	1.1	10.6	88.3	ns
Nonsmoker	0.7	7.5	91.9	
Smoker	4.4	25.5	70.1	< .001
Male	1.7	13.5	84.8	
Female	0.6	7.4	92.0	.003
White	1.2	11.9	86.9	
African American	1.1	6.5	92.4	ns
18-24 years of age	1.2	10.8	88.0	
25-44 years of age	1.8	13.1	85.1	
45-64 years of age	0.9	8.9	90.2	
65 years of age or older	0.6	8.9	90.6	ns
Not a high school graduate	1.8	7.0	91.2	
High school graduate	2.2	14.7	83.1	
Some college	0.0	8.3	91.7	
College graduate	0.8	8.5	90.7	.017

Note: 2.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.17 Smoke-free Outdoor Parks in Community

"Outdoor parks in your community, are they completely smoke-free, have designated smoking and nonsmoking, or permit smoking anywhere?"

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

Sample Characteristic	Completely smoke-free	Designated areas	Permit smoking anywhere	<i>p</i>
Total	10.8	12.5	76.6	
Rural	13.0	12.4	74.6	
Urban	8.8	12.5	78.8	ns
Nonsmoker	11.0	12.8	76.2	
Smoker	10.6	12.2	77.2	ns
Male	8.3	12.2	79.5	
Female	13.2	13.0	73.8	ns
White	11.8	11.3	76.9	
African American	10.1	15.0	74.9	ns
18-24 years of age	10.4	15.6	47.0	
25-44 years of age	11.2	11.2	77.7	
45-64 years of age	10.2	13.0	76.8	
65 years of age or older	10.9	12.5	76.6	ns
Not a high school graduate	11.5	11.5	77.0	
High school graduate	12.3	10.4	77.4	
Some college	11.2	14.4	74.5	
College graduate	9.1	13.7	77.2	ns

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

Table 7.18 Should Outdoor Parks be Smoke-free

"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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	30.2	27.9	41.8	
Rural	33.0	25.7	41.4	
Urban	27.3	30.2	42.4	ns
Nonsmoker	25.6	27.8	46.6	
Smoker	52.2	29.0	18.8	< . 001
Male	37.3	26.7	36.0	
Female	23.9	29.2	46.8	< . 001
White	31.3	27.8	40.9	
African American	28.3	28.7	43.0	ns
18-24 years of age	27.7	31.3	41.0	
25-44 years of age	31.5	28.6	39.9	
45-64 years of age	30.6	30.3	39.1	
65 years of age or older	28.6	21.4	50.0	ns
Not a high school graduate	26.4	26.4	47.3	
High school graduate	32.1	27.4	40.5	
Some college	31.7	27.9	40.4	
College graduate	27.9	30.4	41.7	ns

Note: 2.5 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.19 Dining Preferences

"When dining out, do you request a table in the non-smoking section, smoking section, or the first available table?"

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

Sample Characteristic	Non-smoking section	Smoking section	First available	<i>p</i>
Total	82.2	8.5	9.3	
Rural	81.4	8.3	10.3	
Urban	83.0	8.8	8.2	ns
Nonsmoker	91.7	2.0	6.3	
Smoker	30.1	44.1	25.7	< . 001
Male	80.2	8.6	11.1	
Female	84.1	8.1	7.8	ns
White	79.4	9.9	10.6	
African American	88.4	5.2	6.4	.006
18-24 years of age	79.0	9.9	11.1	
25-44 years of age	79.1	9.5	11.4	
45-64 years of age	83.0	8.6	8.3	
65 years of age or older	86.4	6.2	7.3	ns
Not a high school graduate	80.7	7.3	11.9	
High school graduate	73.8	15.5	10.7	
Some college	84.5	7.1	8.4	
College graduate	88.8	3.2	8.0	< . 001

Note: 3.0 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.20 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	<i>p</i>
Total	82.0	18.0	
Rural	82.2	17.8	
Urban	81.9	18.1	ns
Nonsmoker	92.4	7.6	
Smoker	26.1	73.9	< . 001
Male	79.3	20.7	
Female	84.4	15.6	ns
White	81.7	18.3	
African American	83.2	16.8	ns
18-24 years of age	84.6	15.4	
25-44 years of age	80.4	19.6	
45-64 years of age	82.7	17.3	
65 years of age or older	82.7	17.3	ns
Not a high school graduate	75.5	24.5	
High school graduate	72.0	28.0	
Some college	83.7	16.3	
College graduate	92.7	7.3	< . 001

Note: 5.9 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.21

"It is acceptable for tobacco companies to sponsor sporting events. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	5.1	43.3	43.5	8.1	
Rural	5.5	43.4	44.9	6.3	
Urban	4.7	43.4	42.2	9.7	ns
Nonsmoker	3.7	36.7	48.7	6.9	
Smoker	12.1	65.7	19.3	2.9	<.001
Male	7.8	48.2	37.6	6.5	
Female	2.8	39.0	48.7	9.5	<.001
White	6.6	43.1	42.0	8.4	
African American	1.6	45.3	47.3	5.7	.011
18-24 years of age	6.4	50.0	33.3	10.3	
25-44 years of age	5.8	48.6	37.8	7.7	
45-64 years of age	4.6	42.0	46.0	7.4	
65 years of age or older	4.4	34.6	52.8	8.2	ns
Not a high school graduate	4.0	40.0	51.0	5.0	
High school graduate	3.9	43.0	46.5	6.6	
Some college	8.0	41.5	41.1	9.4	
College graduate	3.9	47.4	39.5	9.2	ns

Note: 9.2 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Table 7.22

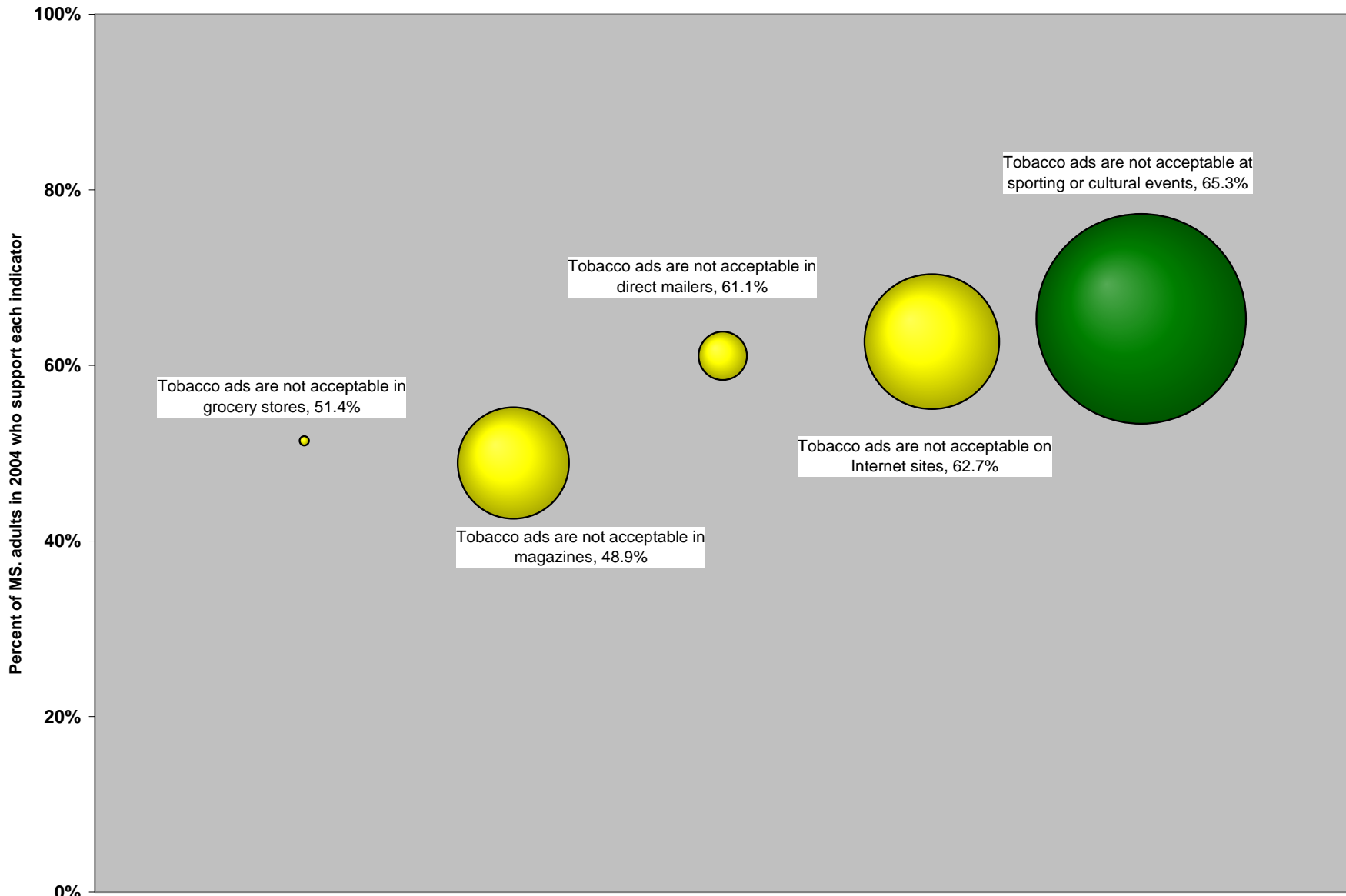
"It is acceptable for tobacco companies to sponsor cultural events, such as concerts and fairs. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	5.1	43.1	44.6	7.1	
Rural	4.5	41.8	48.1	5.5	
Urban	5.5	44.4	41.6	8.6	ns
Nonsmoker	4.2	38.9	49.3	7.6	
Smoker	10.1	62.6	23.0	4.3	<.001
Male	7.5	50.1	35.6	6.5	
Female	3.0	36.8	52.4	7.7	<.001
White	6.2	42.9	43.2	7.7	
African American	2.0	44.7	48.0	5.3	.040
18-24 years of age	5.1	45.6	38.0	11.4	
25-44 years of age	6.9	48.7	38.3	6.1	
45-64 years of age	4.7	42.2	46.3	6.8	
65 years of age or older	3.2	34.4	55.4	7.0	.041
Not a high school graduate	5.3	42.5	47.9	4.3	
High school graduate	3.4	41.8	48.7	6.1	
Some college	8.0	42.0	41.1	8.9	
College graduate	3.9	46.3	46.3	7.4	ns

Note: 9.6 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

Mass Communication and Culture, 2000 to 2004



Bubble size indicates magnitude of change (2000-2004). Green bubbles represent significant increases, yellow bubbles represent non-significant changes, and red bubbles represent significant decreases from 2000 to 2004.

MASS COMMUNICATION AND CULTURE

Significant Improvements 2000 to 2004

Mass Communication and Culture		2000	2001	2002	2003	2004	p, 2000 to 2004	p, 2003 to 2004	p, MS v. US, 2004
Tobacco ads are not acceptable in grocery stores	MS	51.4	54.8	53.7	53.0	51.4	ns	ns	
	US	44.9	46.6	44.9	52.5	43.3	ns	<.001	<.001
Tobacco ads are not acceptable in magazines	MS	50.2	52.0	50.1	52.6	48.9	ns	ns	
	US	41.7	42.1	42.7	47.7	39.9	ns	<.001	<.001
Tobacco ads are not acceptable in direct mailers	MS	61.4	65.4	65.9	63.0	61.1	ns	ns	
	US	57.5	59.5	58.4	66.1	54.8	ns	<.001	.001
Tobacco ads are not acceptable on Internet sites	MS	60.4	62.6	62.1	62.1	62.7	ns	ns	
	US	53.1	53.5	52.4	60.9	52.4	ns	<.001	<.001
Tobacco ads are not acceptable at sporting or cultural events	MS	59.8	64.7	63.7	65.8	65.3	.023	ns	
	US	51.6	55.8	53.9	67.9	56.0	.007	<.001	<.001
Tobacco companies target adolescents	MS	n/a	n/a	n/a	67.5	73.2	n/a	<.001	
	US	n/a	n/a	n/a	69.4	73.7	n/a	<.001	<.001
Tobacco companies have NOT been unfairly criticized in the media	MS	n/a	n/a	66.9	64.1	73.2	n/a	n/a	
	US	n/a	n/a	71.1	64.6	62.2	n/a	ns	<.001

Mass Communication and Culture: Percent of respondents who support normative beliefs, recognize health risks, or report tobacco control practices

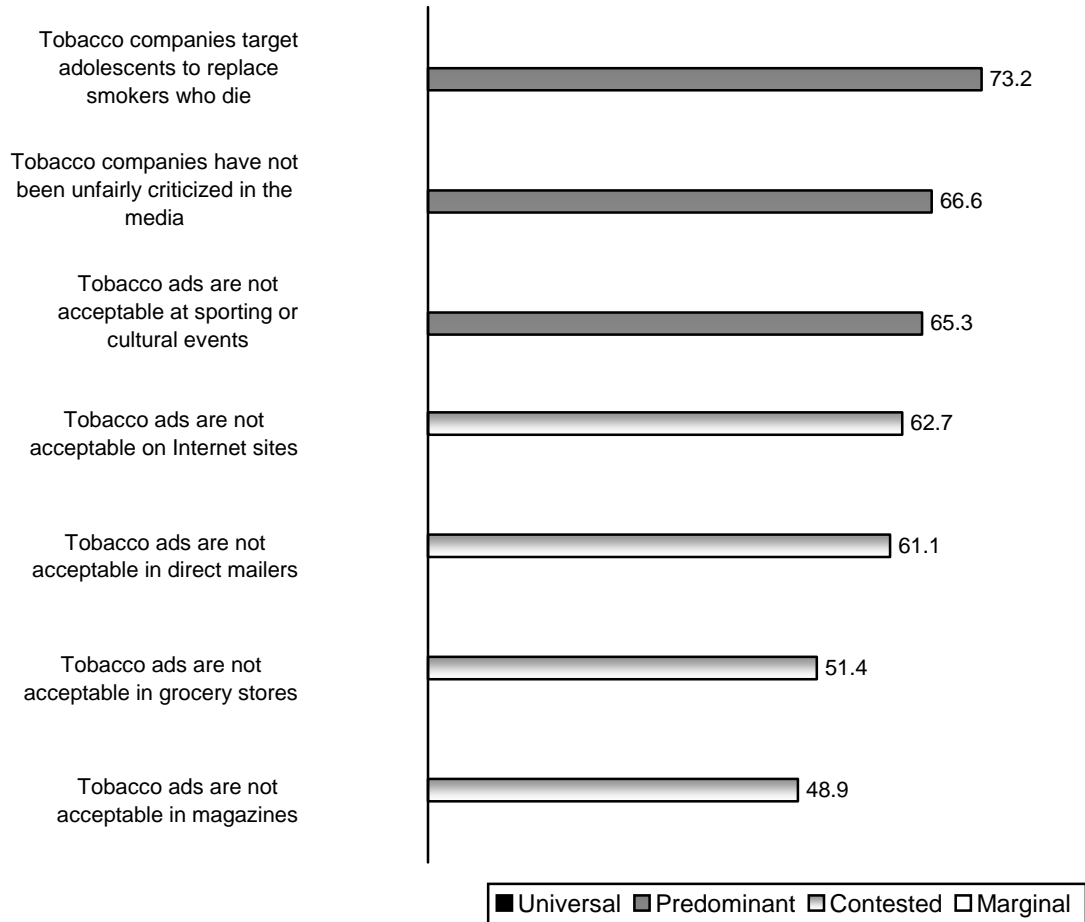


Table 8.1 Acceptability of Tobacco Advertisements in Grocery and Convenience Stores

"Tobacco advertising is acceptable in grocery and convenience stores. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	3.3	45.4	45.0	6.4	
Rural	3.7	44.4	47.4	4.6	
Urban	2.8	46.4	42.6	8.2	ns
Nonsmoker	2.4	41.3	49.2	7.1	
Smoker	8.0	66.7	23.9	1.4	< .001
Male	5.0	46.4	42.1	6.5	
Female	1.7	44.5	47.4	6.3	.039
White	3.9	49.4	40.8	6.0	
African-American	0.8	36.3	56.5	6.5	<.001
18-24 years of age	6.4	46.2	41.0	6.4	
25-44 years of age	3.3	51.9	37.8	7.0	
45-64 years of age	3.3	43.3	47.5	6.0	
65 years of age or older	1.1	39.3	53.9	5.6	ns
Not a high school graduate	2.7	38.2	55.5	3.6	
High school graduate	2.6	44.4	47.0	6.0	
Some college	5.1	49.2	38.6	7.2	
College graduate	2.1	46.0	45.2	6.7	ns

Note: 4.7 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	3.5	47.6	43.3	5.6	
Rural	3.3	46.9	45.3	4.5	
Urban	3.7	48.1	41.4	6.7	ns
Nonsmoker	2.8	43.0	48.2	5.9	
Smoker	7.9	71.2	18.0	2.9	< .001
Male	5.6	50.3	38.6	5.6	
Female	1.8	45.3	47.3	5.7	.004
White	3.9	48.8	41.6	5.8	
African-American	1.6	44.6	49.2	4.7	ns
18-24 years of age	6.4	56.4	29.5	7.7	
25-44 years of age	3.4	50.8	40.2	5.7	
45-64 years of age	3.2	46.2	44.7	5.9	
65 years of age or older	2.9	41.6	51.4	4.0	ns
Not a high school graduate	1.9	44.7	49.5	3.9	
High school graduate	2.6	47.6	45.0	4.8	
Some college	6.0	49.1	38.9	6.0	
College graduate	2.9	47.1	44.1	5.9	ns

Note: 5.5 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	2.3	36.6	53.3	7.8	
Rural	2.8	33.3	58.0	5.8	
Urban	1.9	39.8	48.5	9.8	.010
Nonsmoker	1.8	30.7	59.4	8.1	
Smoker	4.3	65.9	23.9	5.8	< .001
Male	3.5	39.5	48.4	8.6	
Female	1.3	34.0	57.5	7.2	.017
White	2.8	36.5	52.4	8.2	
African-American	0.4	36.7	57.0	5.9	ns
18-24 years of age	3.8	35.9	48.7	11.5	
25-44 years of age	3.3	41.6	48.0	7.1	
45-64 years of age	1.8	35.9	55.0	7.4	
65 years of age or older	1.2	30.2	60.4	8.3	ns
Not a high school graduate	1.0	33.3	59.6	6.1	
High school graduate	1.9	37.9	54.6	5.6	
Some college	3.4	36.2	49.4	11.1	
College graduate	2.1	36.5	54.4	7.1	ns

Note: 5.5 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, region, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	2.3	35.1	55.1	7.6	
Rural	2.8	33.2	57.4	6.5	
Urban	2.0	36.7	52.8	8.6	ns
Nonsmoker	1.9	31.7	59.2	7.2	
Smoker	4.0	52.0	35.2	8.8	< .001
Male	3.4	36.9	51.5	8.2	
Female	1.4	33.6	58.0	7.0	ns
White	2.8	35.7	53.9	7.5	
African-American	0.4	34.0	59.5	6.1	ns
18-24 years of age	3.8	44.9	41.0	10.3	
25-44 years of age	2.7	38.7	50.6	8.0	
45-64 years of age	1.9	33.8	57.2	7.2	
65 years of age or older	1.4	26.2	66.2	6.2	ns
Not a high school graduate	1.1	24.7	67.7	6.5	
High school graduate	2.0	30.9	61.4	5.6	
Some college	3.2	39.9	45.9	11.0	
College graduate	2.1	38.9	53.0	6.0	ns

Note: 11.0 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 and Cultural Events

"Tobacco advertising is acceptable at sporting and cultural events. 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	<i>p</i>
Total	2.6	32.2	58.2	7.1	
Rural	3.3	31.0	60.0	5.7	
Urban	1.6	33.4	56.5	8.5	ns
Nonsmoker	1.9	27.9	63.2	7.0	
Smoker	5.8	52.6	34.3	7.3	< .001
Male	3.8	37.1	51.8	7.4	
Female	1.3	28.2	63.6	6.9	.001
White	3.2	34.5	55.5	6.9	
African-American	0.4	27.6	65.4	6.7	.010
18-24 years of age	3.8	32.1	55.1	9.0	
25-44 years of age	3.0	39.4	50.8	6.8	
45-64 years of age	2.4	29.5	61.0	7.1	
65 years of age or older	1.8	26.0	65.7	6.5	ns
Not a high school graduate	1.0	22.7	72.2	4.1	
High school graduate	1.9	33.6	58.2	6.3	
Some college	4.7	31.3	54.5	9.4	
College graduate	1.7	34.7	56.9	6.7	.048

Note: 6.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 8.7 Tobacco Companies Have Been Unfairly Criticized in the Media

"Tobacco companies have been unfairly criticized in the media. Do you strongly agree, agree, disagree, or strongly disagree?"

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	5.7	27.7	54.7	12.0	
Rural	5.8	29.3	53.8	11.1	
Urban	5.4	26.0	55.6	13.0	ns
Nonsmoker	3.8	24.2	59.5	12.5	
Smoker	15.5	44.2	31.0	9.3	< .001
Male	8.5	29.3	50.4	11.7	
Female	3.4	26.1	58.3	12.2	.006
White	5.8	28.5	52.2	13.5	
African-American	4.9	25.6	60.6	8.9	ns
18-24 years of age	6.6	32.9	48.7	11.8	
25-44 years of age	6.5	31.0	53.6	8.8	
45-64 years of age	5.9	24.8	55.9	13.4	
65 years of age or older	3.7	25.5	56.4	14.7	ns
Not a high school graduate	11.2	21.4	59.2	8.2	
High school graduate	5.2	33.6	51.2	10.0	
Some college	8.0	25.7	50.9	15.5	
College graduate	1.3	26.3	59.6	12.9	.001

Note: 9.3 percent of respondents reported *Don't Know* or refused. Percentages may not add to 100 due to rounding.

Table 8.8 Tobacco Companies Target Adolescents

"Tobacco companies target teens to replace smokers who die. 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	<i>p</i>
Total	14.1	59.1	23.5	3.2	
Rural	14.1	58.9	23.2	3.9	
Urban	14.3	59.5	23.8	2.5	ns
Nonsmoker	15.2	63.5	19.4	1.8	
Smoker	7.9	37.0	44.9	10.2	< .001
Male	16.9	53.3	25.3	4.4	
Female	11.8	64.3	21.7	2.1	.008
White	15.3	56.3	24.6	3.8	
African-American	11.4	65.4	22.4	0.8	.025
18-24 years of age	20.5	50.0	26.9	2.6	
25-44 years of age	11.4	59.8	24.4	4.5	
45-64 years of age	15.2	61.3	21.0	2.5	
65 years of age or older	12.9	57.8	25.9	3.4	ns
Not a high school graduate	9.7	59.1	26.9	4.3	
High school graduate	12.5	54.8	29.8	2.8	
Some college	19.6	57.0	19.2	4.2	
College graduate	11.3	67.6	18.9	2.3	.011

Note: 13.3 percent of respondents reported *Don't Know* or refused.
Percentages may not add to 100 due to rounding.

**THIS REPORT IS AVAILABLE AT
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