

# The Mississippi Social Climate of Tobacco Control, 2008

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**The Mississippi Tobacco Data Workgroup**



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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 19.2 percent in 2007 (Centers for Disease Control and Prevention, 2007). This decrease translates into about 40 million fewer adult smokers in the United States today than had the rate remained at 42.2 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, & Sfeekas, 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 Mississippi 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.

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## 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 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 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. The SCS-TC provides 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 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.

## **Methods**

The Social Climate Survey of Tobacco Control (SCS-TC) was administered to a representative sample of Mississippi adults who were interviewed by telephone between June and July of 2008. The sample represents the civilian, non-institutionalized adult population over age 18 in Mississippi. 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, gender and age, based on the 2007 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. 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 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 people's daily lives.

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### **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

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## 2007 Sample Characteristics

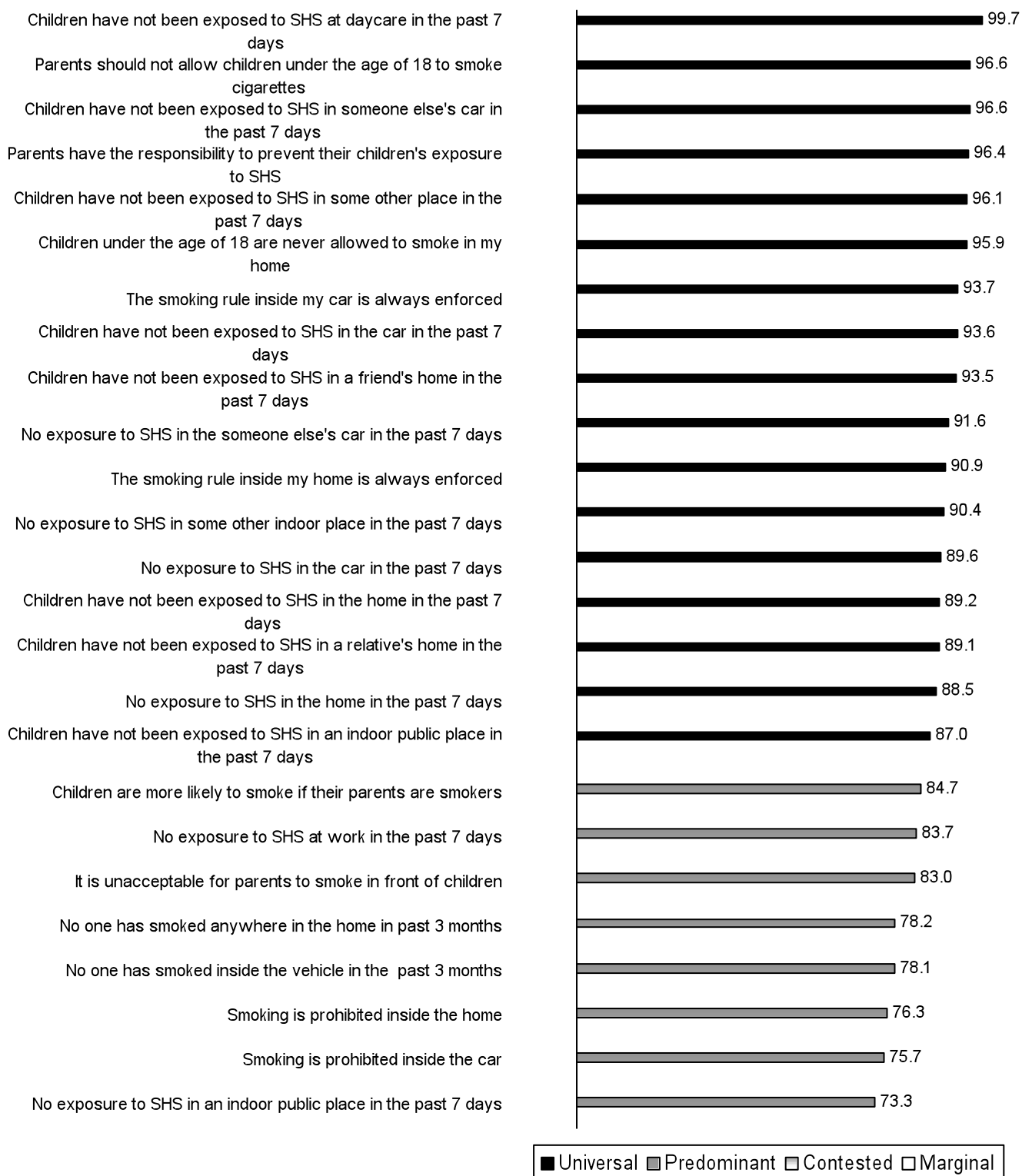
Of the eligible respondents contacted, 3007 respondents completed the survey (67.5%) and 1448 (32.5%) refused to participate. The sampling error (binomial questions with 50/50 split) for the total data set is no larger than  $\pm \#$  (95% confidence interval). Of the 3007 respondents, 918 (30.5%) were male and 2088 (69.5%) were female. The racial composition of the sample is as follows: white = 2029 (68.8%), African American = 895 (30.3%), Asian or Pacific Islander = 11 (0.4%), American Indian or Alaskan Native = 10 (0.3%), and unknown (i.e., did not answer the question on race) = 5 (0.2%). The sample was weighted by race, gender and age within each census region, based upon 2007 U.S. Census estimates to ensure that it is representative of the Mississippi population.

**Table 1.1 Sample Characteristics**

Sample Characteristics		2008			
		Original Sample	Weighted Sample	Weighted Sample Size	Maximum 95% Confidence Interval
Rural/Urban	Rural	42.6	41.4	1245	2.8
	Urban	57.4	58.6	1764	2.3
Smoking Status	Nonsmoker	86.0	83.0	2487	2.0
	Smoker	14.0	17.0	509	4.3
Gender	Male	30.5	47.4	1426	2.6
	Female	69.5	52.6	1581	2.5
Race	White	68.8	64.1	1909	2.2
	African-American	30.3	35.0	1042	3.0
	Asian/Pacific Islander	0.4	0.3	10	31.0
	American Indian or Alaskan Native	0.3	0.3	10	31.0
	Other Race	0.2	0.2	5	43.8
Age	18-24	6.0	14.1	424	4.8
	25-44	23.8	35.6	1070	3.0
	45-64	41.2	33.4	1004	3.1
	65 + years	29.1	17.0	510	4.3
Education	Not HS Grad	11.6	10.2	304	5.6
	HS Grad	33.2	33.3	993	3.1
	Some College	25.8	25.0	745	3.6
	College Grad	29.5	31.5	939	3.2

# Family and Friendship Groups, 2008

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



**Table 2.1 Over the past 3 months, has anyone smoked anywhere in your home, even a puff?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	21.8	78.2	
Rural	23.2	76.8	NS
Urban	20.9	79.1	
Nonsmoker	12.1	87.9	<.001
Smoker	69.9	30.1	
Male	24.1	75.9	.003
Female	19.7	80.3	
White	20.6	79.4	.014
African American	24.5	75.5	
18-24 years of age	27.7	72.3	<.001
25-44 years of age	20.3	79.7	
45-64 years of age	24.7	75.3	
65 years of age or older	14.7	85.3	
Not a high school graduate	36.2	63.8	<.001
High school graduate	27.1	72.9	
Some College	21.5	78.5	
College graduate	12.0	88.0	

Note: 0.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 2.2 Smoking is prohibited inside the home**

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

Sample Characteristic	No	Some places/times	Yes	<i>p</i>
Total	10.3	13.4	76.3	
Rural	11.7	14.2	74.2	.044
Urban	9.3	12.9	77.8	
Nonsmoker	5.0	10.0	84.9	<.001
Smoker	36.1	30.0	33.9	
Male	12.1	13.9	74.1	.005
Female	8.7	13.0	78.3	
White	11.0	12.5	76.6	NS
African American	9.5	15.2	75.3	
18-24 years of age	10.6	19.9	69.5	<.001
25-44 years of age	9.3	10.9	79.9	
45-64 years of age	12.5	15.3	72.1	
65 years of age or older	7.7	9.7	82.5	
Not a high school graduate	20.5	18.5	61.1	<.001
High school graduate	14.3	13.7	72.0	
Some College	6.6	16.6	76.9	
College graduate	5.9	8.9	85.3	

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

**Table 2.3 This smoking rule is enforced:**

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

Sample Characteristic	None of time	Some of the time	Most of the time	All of the time	<i>p</i>
Total	0.9	2.7	5.4	90.9	
Rural	1.1	3.3	5.7	89.9	NS
Urban	0.8	2.4	5.2	91.6	
Nonsmoker	0.9	2.3	4.7	92.1	<.001
Smoker	1.8	5.5	10.8	81.8	
Male	1.0	2.6	5.7	90.7	NS
Female	0.9	2.9	5.2	90.9	
White	0.9	2.4	4.5	92.2	.029
African American	0.7	3.4	6.8	89.0	
18-24 years of age	1.3	1.9	7.2	89.6	NS
25-44 years of age	0.5	2.0	4.9	92.7	
45-64 years of age	1.4	3.3	5.1	90.2	
65 years of age or older	0.6	4.1	5.6	89.7	
Not a high school graduate	0.8	5.0	5.4	88.7	<.001
High school graduate	1.3	3.3	5.8	89.6	
Some College	1.2	2.9	7.8	88.2	
College graduate	0.5	1.5	3.1	95.0	

Note: 10.8 percent of respondents reported *Don't Know* or refused or did not have a rule.  
Percentages may not add to 100 due to rounding.

**Table 2.4 In the past 3 months, has anyone smoked in your car, even a puff?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	21.9	78.1	
Rural	22.8	77.2	NS
Urban	21.3	78.7	
Nonsmoker	10.7	89.3	<.001
Smoker	77.0	23.0	
Male	27.2	72.8	<.001
Female	17.1	82.9	
White	22.4	77.6	NS
African American	21.7	78.3	
18-24 years of age	28.1	71.9	<.001
25-44 years of age	24.4	75.6	
45-64 years of age	21.8	78.2	
65 years of age or older	11.2	88.8	
Not a high school graduate	27.1	72.9	<.001
High school graduate	28.8	71.2	
Some College	20.8	79.2	
College graduate	14.4	85.6	

Note: 7.3 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 Which best describes how you handle cigarette smoking in your car?**

(Percent responding by rural/urban, 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	It is allowed if the car window is open	Allowed to smoke in my car at any time.	<i>p</i>
Total	75.7	2.8	12.9	8.7	
Rural	74.3	3.0	12.5	10.2	NS
Urban	76.7	2.6	13.1	7.6	
Nonsmoker	86.6	2.3	7.1	3.9	<.001
Smoker	22.0	4.7	41.2	32.2	
Male	71.3	2.3	15.0	11.4	<.001
Female	79.7	3.2	11.0	6.1	
White	74.5	2.7	13.3	9.4	NS
African American	77.4	2.9	12.1	7.6	
18-24 years of age	72.4	1.6	16.5	9.5	<.001
25-44 years of age	74.5	3.2	15.4	6.8	
45-64 years of age	73.7	3.2	12.1	11.0	
65 years of age and older	84.9	1.8	5.9	7.4	
Not a high school graduate	69.0	1.6	15.7	13.7	<.001
High school graduate	68.6	3.7	16.1	11.6	
Some college	75.4	2.4	15.0	7.2	
College Graduate	84.8	2.4	7.1	5.7	

Note: 7.6 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 2.6 This smoking in the car rule is enforced:**

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

Sample Characteristic	None of the time	Some of the time	Most of the time	All of the time	p
Total	0.7	1.5	4.1	93.7	
Rural	0.6	1.4	4.3	93.7	NS
Urban	0.7	1.5	4.0	93.7	
Nonsmoker	0.7	1.0	3.6	94.7	<.001
Smoker	0.3	5.0	7.3	87.4	
Male	0.7	1.5	5.1	92.7	NS
Female	0.6	1.4	3.3	94.7	
White	0.7	1.3	3.4	94.6	NS
African American	0.6	1.5	5.6	92.2	
18-24 years of age	0.0	0.6	6.9	92.5	.048
25-44 years of age	0.7	1.5	3.8	94.0	
45-64 years of age	0.6	2.1	4.1	93.2	
65 years of age or older	1.0	0.7	2.9	95.4	
Not a high school graduate	0.5	2.3	1.8	95.5	.022
High school graduate	0.9	1.6	4.5	93.0	
Some College	0.8	2.0	5.9	91.3	
College graduate	0.4	0.8	2.8	96.0	

Note: 15.7 percent of respondents reported *Don't Know* or refused or did not have a rule.  
Percentages may not add to 100 due to rounding.

**Table 2.7 In past 7 days, have you been exposed to secondhand smoke in your home?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	11.5	88.5	
Rural	12.3	87.7	NS
Urban	10.9	89.1	
Nonsmoker	6.0	94.0	<.001
Smoker	37.8	62.2	
Male	11.8	88.2	NS
Female	11.3	88.7	
White	12.0	88.0	NS
African American	10.7	89.3	
18-24 years of age	16.1	83.9	.001
25-44 years of age	10.1	89.9	
45-64 years of age	13.7	86.3	
65 years of age or older	6.3	93.7	
Not a high school graduate	18.6	81.4	<.001
High school graduate	14.2	85.8	
Some College	11.1	88.9	
College graduate	6.5	93.5	

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.8 In past 7 days, were you exposed to secondhand smoke in your car?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	10.4	89.6	
Rural	10.7	89.3	NS
Urban	10.2	89.8	
Nonsmoker	4.6	95.4	<.001
Smoker	38.2	61.8	
Male	12.6	87.4	<.001
Female	8.4	91.6	
White	11.6	88.4	.006
African American	8.3	91.7	
18-24 years of age	10.7	89.3	<.001
25-44 years of age	11.7	88.3	
45-64 years of age	11.8	88.2	
65 years of age or older	4.4	95.6	
Not a high school graduate	14.1	85.9	<.001
High school graduate	14.5	85.5	
Some College	9.6	90.4	
College graduate	5.6	94.4	

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.9 In past 7 days, have you been exposed to secondhand smoke in someone else's car?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	8.4	91.6	
Rural	8.7	91.3	NS
Urban	8.2	91.8	
Nonsmoker	6.3	93.7	<.001
Smoker	18.5	81.5	
Male	10.3	89.7	<.001
Female	6.7	93.3	
White	8.0	92.0	NS
African American	9.1	90.9	
18-24 years of age	13.3	86.7	<.001
25-44 years of age	9.1	90.9	
45-64 years of age	8.8	91.2	
65 years of age or older	2.1	97.9	
Not a high school graduate	13.5	86.5	<.001
High school graduate	11.4	88.6	
Some College	7.0	93.0	
College graduate	4.9	95.1	

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 2.10 In past 7 days, have you been exposed to secondhand smoke at work?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	16.3	83.7	
Rural	16.3	83.7	NS
Urban	16.3	83.7	
Nonsmoker	13.9	86.1	<.001
Smoker	27.5	72.5	
Male	21.8	78.2	<.001
Female	11.3	88.7	
White	15.7	84.3	NS
African American	17.2	82.8	
18-24 years of age	17.9	82.1	<.001
25-44 years of age	22.3	77.7	
45-64 years of age	15.0	85.0	
65 years of age or older	4.6	95.4	
Not a high school graduate	14.5	85.5	<.001
High school graduate	22.4	77.6	
Some College	17.0	83.0	
College graduate	10.4	89.6	

Note: 4.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.11 In past 7, days were you exposed to secondhand smoke in an indoor public place?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	26.7	73.3	
Rural	24.9	75.1	NS
Urban	27.9	72.1	
Nonsmoker	27.4	72.6	NS
Smoker	23.3	76.7	
Male	27.8	72.2	NS
Female	25.7	74.3	
White	29.1	70.9	<.001
African American	21.8	78.2	
18-24 years of age	31.2	68.8	.001
25-44 years of age	29.5	70.5	
45-64 years of age	24.3	75.7	
65 years of age or older	21.5	78.5	
Not a high school graduate	23.0	77.0	<.001
High school graduate	23.8	76.2	
Some College	22.9	77.1	
College graduate	33.3	66.7	

Note: 4.4 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 2.12 In past 7, days were you exposed to secondhand smoke in some other indoor place?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	9.6	90.4	
Rural	8.8	91.2	NS
Urban	10.1	89.9	
Nonsmoker	8.8	91.2	.008
Smoker	12.7	87.3	
Male	10.7	89.3	NS
Female	8.6	91.4	
White	9.4	90.6	NS
African American	9.8	90.2	
18-24 years of age	11.0	89.0	.017
25-44 years of age	11.2	88.8	
45-64 years of age	8.7	91.3	
65 years of age or older	6.5	93.5	
Not a high school graduate	9.8	90.2	NS
High school graduate	7.5	92.5	
Some College	11.0	89.0	
College graduate	10.4	89.6	

Note: 4.4 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 2.13 Not including yourself, which of the following people living in your household currently smoke cigarettes?**

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

<b>Sample Characteristic</b>	<b>Spouse/Significant other</b>	<b>Children under 18</b>	<b>Adult Children</b>	<b>Other adults</b>
Total	11.7	0.1	3.9	5.7
Rural	13.2	0.0	3.6	6.0
Urban	10.6	0.2	4.0	5.4
Nonsmoker	7.2	0.2	3.1	3.8
Smoker	32.5	0.0	7.7	14.8
Male	11.1	0.0	3.3	7.7
Female	12.2	0.2	4.4	3.9
White	13.3	0.1	3.8	5.3
African American	8.9	0.2	4.1	6.2
18-24 years of age	7.9	0.0	4.8	18.4
25-44 years of age	12.6	0.2	2.6	3.5
45-64 years of age	13.7	0.1	4.9	4.0
65 years of age or older	7.4	0.0	4.4	2.4
Not a high school graduate	13.3	0.0	10.6	11.0
High school graduate	14.2	0.3	4.2	7.7
Some College	11.6	0.2	2.6	4.8
College graduate	8.2	0.0	2.7	3.0

Note: 19.2 percent of respondents reported *Don't Know* or refused or lived alone.

Percentages may not add to 100 due to rounding.

**Table 2.14 In past 7 days, have your children been exposed to secondhand smoke in your home?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	10.8	89.2	
Rural	14.0	86.0	.008
Urban	8.6	91.4	
Nonsmoker	6.1	93.9	<.001
Smoker	32.0	68.0	
Male	10.3	89.7	NS
Female	11.2	88.8	
White	12.6	87.4	.030
African American	8.1	91.9	
18-24 years of age	18.0	82.0	.001
25-44 years of age	8.1	91.9	
45-64 years of age	15.4	84.6	
65 years of age or older *	5.0	95.0	
Not a high school graduate	14.1	85.9	.005
High school graduate	15.2	84.8	
Some College	9.4	90.6	
College graduate	6.8	93.2	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.15 In past 7 days, have your children been exposed to secondhand smoke in your car?**

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

Sample Characteristic	Yes	No	p
Total	6.4	93.6	
Rural	8.6	91.4	.018
Urban	4.8	95.2	
Nonsmoker	3.7	96.3	<.001
Smoker	18.8	81.3	
Male	4.4	95.6	.024
Female	8.0	92.0	
White	8.8	91.2	<.001
African American	2.4	97.6	
18-24 years of age	3.0	97.0	NS
25-44 years of age	6.4	93.6	
45-64 years of age	9.1	90.9	
65 years of age or older *	0.0	100.0	
Not a high school graduate	3.8	96.2	.001
High school graduate	11.1	88.9	
Some College	4.9	95.1	
College graduate	3.7	96.3	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.16 In past 7 days, have your children been exposed to secondhand smoke in someone else's car?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	3.4	96.6	
Rural	3.4	96.6	NS
Urban	3.4	96.6	
Nonsmoker	3.0	97.0	NS
Smoker	5.7	94.3	
Male	3.3	96.7	NS
Female	3.5	96.5	
White	3.8	96.2	NS
African American	3.0	97.0	
18-24 years of age	3.0	97.0	NS
25-44 years of age	3.0	97.0	
45-64 years of age	5.7	94.3	
65 years of age or older *	0.0	100.0	
Not a high school graduate	2.6	97.4	
High school graduate	6.1	93.9	.027
Some College	2.3	97.7	
College graduate	2.1	97.9	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.17 In past 7 days, have your children been exposed to secondhand smoke at daycare?**

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

Sample Characteristic	Yes	No	p
Total	0.3	99.7	
Rural	0.5	99.5	NS
Urban	0.2	99.8	
Nonsmoker	0.4	99.6	NS
Smoker	0.0	100.0	
Male	0.0	100.0	NS
Female	0.6	99.4	
White	0.2	99.8	NS
African American	0.5	99.5	
18-24 years of age	1.5	98.5	NS
25-44 years of age	0.2	99.8	
45-64 years of age	0.0	100.0	
65 years of age or older *	0.0	100.0	
Not a high school graduate	0.0	100.0	NS
High school graduate	1.0	99.0	
Some College	0.0	100.0	
College graduate	0.0	100.0	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.



**Table 2.18 In past 7 days, have your children been exposed to secondhand smoke in an indoor public place?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	13.0	87.0	
Rural	10.0	90.0	.019
Urban	15.2	84.8	
Nonsmoker	13.6	86.4	NS
Smoker	10.8	89.2	
Male	11.0	89.0	NS
Female	14.7	85.3	
White	15.2	84.8	.021
African American	10.0	90.0	
18-24 years of age	9.8	90.2	NS
25-44 years of age	14.0	86.0	
45-64 years of age	11.9	88.1	
65 years of age or older *	15.0	85.0	
Not a high school graduate	14.3	85.7	.003
High school graduate	9.8	90.2	
Some College	9.8	90.2	
College graduate	18.4	81.6	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children. Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.19 In past 7 days, have your children been exposed to secondhand smoke at a relative's house?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	10.9	89.1	
Rural	9.8	90.2	NS
Urban	11.8	88.2	
Nonsmoker	10.0	90.0	NS
Smoker	14.3	85.7	
Male	8.1	91.9	.012
Female	13.2	86.8	
White	11.4	88.6	NS
African American	9.5	90.5	
18-24 years of age	3.8	96.2	.034
25-44 years of age	12.5	87.5	
45-64 years of age	10.3	89.7	
65 years of age or older *	10.0	90.0	
Not a high school graduate	14.1	85.9	NS
High school graduate	10.5	89.5	
Some College	10.6	89.4	
College graduate	10.4	89.6	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.20 In past 7 days, have your children been exposed to secondhand smoke at a friend's house?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	6.5	93.5	
Rural	7.1	92.9	NS
Urban	6.1	93.9	
Nonsmoker	5.8	94.2	NS
Smoker	9.1	90.9	
Male	4.7	95.3	.037
Female	8.0	92.0	
White	6.9	93.1	NS
African American	5.7	94.3	
18-24 years of age	7.5	92.5	NS
25-44 years of age	5.6	94.4	
45-64 years of age	9.7	90.3	
65 years of age or older *	0.0	100.0	
Not a high school graduate	9.0	91.0	.003
High school graduate	10.5	89.5	
Some College	4.9	95.1	
College graduate	3.7	96.3	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.21 In past 7 days, have your children been exposed to secondhand smoke in some other place?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	3.9	96.1	
Rural	4.2	95.8	NS
Urban	3.8	96.3	
Nonsmoker	3.9	96.1	NS
Smoker	3.4	96.6	
Male	3.5	96.5	NS
Female	4.3	95.7	
White	4.5	95.5	NS
African American	3.0	97.0	
18-24 years of age	0.0	100.0	NS
25-44 years of age	4.1	95.9	
45-64 years of age	5.7	94.3	
65 years of age or older *	5.0	95.0	
Not a high school graduate	1.3	98.7	NS
High school graduate	3.4	96.6	
Some College	4.9	95.1	
College graduate	4.0	96.0	

Note: 67.8 percent of respondents reported *Don't Know* or refused or did not have children.  
Percentages may not add to 100 due to rounding.

\* Caution should be used in interpreting this estimate given the low number of parents aged 65+ in the sample.

**Table 2.22 Parents have the responsibility to prevent their children's exposure to secondhand smoke**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	48.7	47.7	3.1	0.4	
Rural	49.4	47.7	2.6	0.2	NS
Urban	48.3	47.6	3.5	0.6	
Nonsmoker	51.5	45.6	2.4	0.4	<.001
Smoker	34.6	58.4	6.6	0.4	
Male	46.6	48.3	4.6	0.5	<.001
Female	50.7	47.2	1.8	0.4	
White	50.7	46.6	2.5	0.2	<.001
African American	45.0	50.0	4.1	1.0	
18-24 years of age	46.3	48.7	3.5	1.4	<.001
25-44 years of age	54.7	42.8	2.4	0.1	
45-64 years of age	47.9	48.3	3.6	0.3	
65 years of age or older	39.9	55.9	3.6	0.6	
Not a high school graduate	33.2	60.1	5.0	1.7	<.001
High school graduate	43.1	52.6	4.1	0.2	
Some College	51.0	46.3	2.6	0.1	
College graduate	58.9	38.8	1.8	0.5	

Note: 0.9 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

**Table 2.23 In your home, are children under the age of 18 always allowed, sometimes allowed, nor never allowed to smoke cigarettes?**

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

Sample Characteristic	Always allowed	Sometimes allowed	Never allowed	<i>p</i>
Total	1.7	2.4	95.9	
Rural	1.9	2.8	95.3	NS
Urban	1.8	1.8	96.4	
Nonsmoker	2.4	2.9	94.6	NS
Smoker	0.9	1.5	97.6	
Male	2.5	2.7	94.8	NS
Female	1.2	2.0	96.8	
White	2.0	2.7	95.2	NS
African American	1.2	1.6	97.3	
18-24 years of age	3.1	4.7	92.2	.024
25-44 years of age	0.5	0.0	99.5	
45-64 years of age	1.8	2.2	96.0	
65 years of age or older	2.3	4.7	93.0	
Not a high school graduate	0.8	3.4	95.8	NS
High school graduate	0.7	2.6	96.7	
Some College	4.7	1.2	94.2	
College graduate	1.4	2.2	96.4	

Note: 76.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 2.24 It is acceptable for parents to smoke in front of children.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	1.9	15.1	51.5	31.5	
Rural	1.2	17.8	50.3	30.8	.001
Urban	2.4	13.2	52.4	32.0	
Nonsmoker	1.7	11.1	51.7	35.5	<.001
Smoker	3.0	35.7	49.8	11.5	
Male	2.1	18.1	52.3	27.5	<.001
Female	1.7	12.5	50.8	35.0	
White	1.7	18.9	48.6	30.9	<.001
African American	2.3	8.6	56.6	32.5	
18-24 years of age	2.3	20.7	44.4	32.6	<.001
25-44 years of age	1.8	13.9	51.6	32.7	
45-64 years of age	1.9	16.7	50.3	31.1	
65 years of age and older	1.8	10.2	59.1	28.9	
Not a high school graduate	1.0	13.6	65.3	20.1	<.001
High school graduate	1.6	18.8	51.8	27.8	
Some college	2.0	15.2	52.1	30.7	
College Graduate	2.3	11.5	46.1	40.1	

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

**Table 2.25 Parents should not allow children under the age of 18 to smoke cigarettes.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	43.3	53.3	2.3	1.1	
Rural	44.5	52.9	1.4	1.3	.027
Urban	42.5	53.5	3.0	1.0	
Nonsmoker	45.8	50.7	2.3	1.2	<.001
Smoker	30.5	66.5	2.4	0.6	
Male	40.4	56.1	2.7	0.8	.003
Female	45.9	50.7	1.9	1.5	
White	44.3	53.1	2.0	0.6	.001
African American	41.3	54.0	2.6	2.1	
18-24 years of age	44.8	50.1	3.6	1.4	<.001
25-44 years of age	51.6	45.5	1.4	1.4	
45-64 years of age	40.5	56.5	2.3	0.7	
65 years of age and older	29.9	65.9	3.0	1.2	
Not a high school graduate	31.7	61.7	5.3	1.3	<.001
High school graduate	36.8	59.7	2.8	0.7	
Some college	42.8	53.7	1.6	1.9	
College Graduate	54.6	43.1	1.4	1.0	

Note: 0.9 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.



**Table 2.26 Children are more likely to smoke if their parents are smokers.**

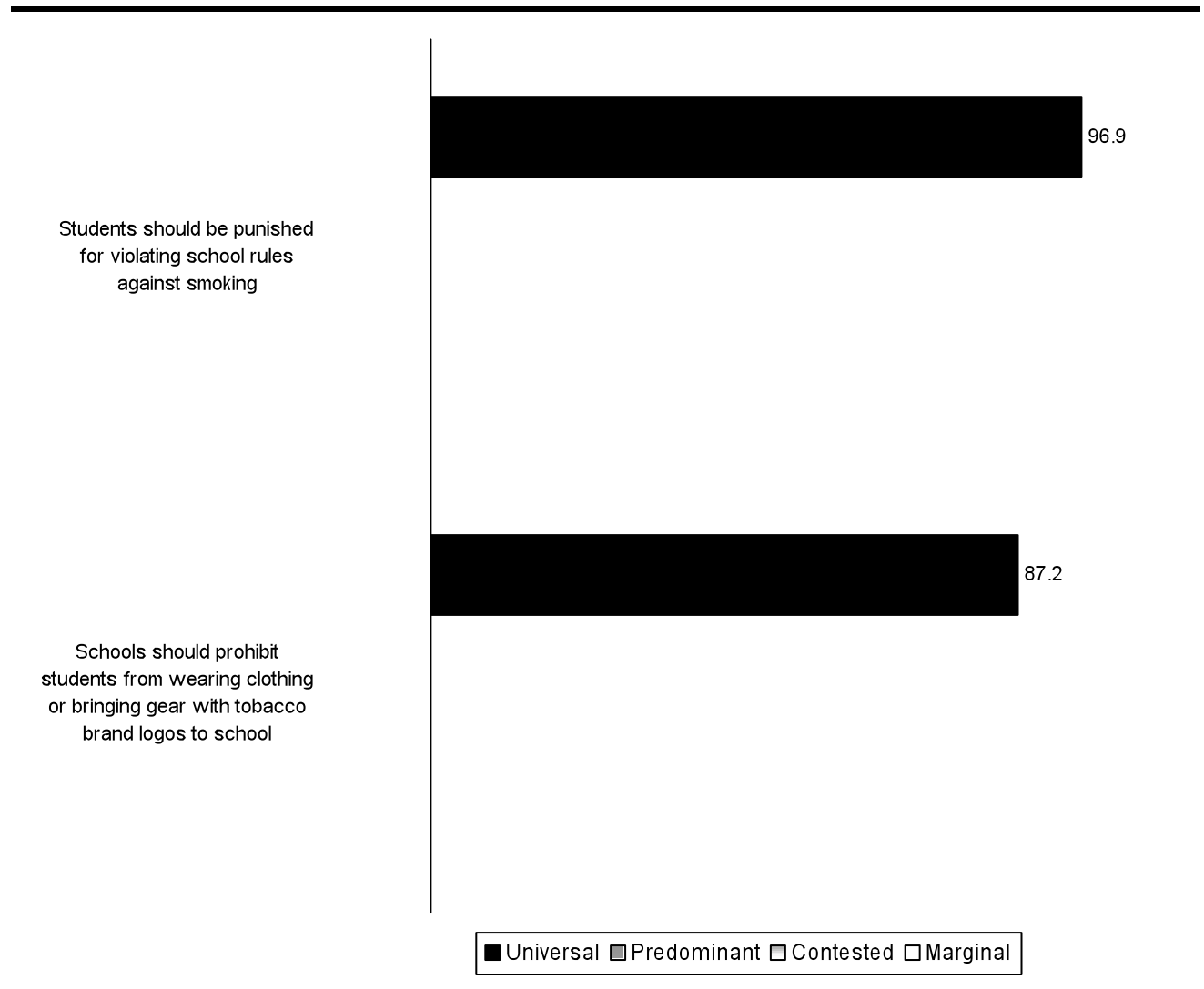
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	26.4	58.3	13.9	1.4	
Rural	26.1	58.6	14.0	1.2	NS
Urban	26.6	58.0	13.8	1.5	
Nonsmoker	28.7	58.5	11.8	1.0	<.001
Smoker	14.0	58.1	24.8	3.1	
Male	24.6	61.3	12.8	1.3	.016
Female	28.1	55.5	15.0	1.5	
White	27.8	59.1	11.9	1.2	<.001
African American	24.2	56.3	17.7	1.8	
18-24 years of age	27.5	54.0	17.0	1.5	<.001
25-44 years of age	29.3	56.4	12.9	1.5	
45-64 years of age	25.2	57.1	16.2	1.6	
65 years of age and older	21.9	68.2	9.1	0.8	
Not a high school graduate	14.7	64.9	17.9	2.5	<.001
High school graduate	18.6	64.9	15.6	1.0	
Some college	26.4	56.8	15.4	1.4	
College Graduate	38.7	50.7	9.2	1.4	

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

## Education, 2008

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



**Table 3.1 Schools should prohibit students from wearing clothing or bringing gear with tobacco brand logos to school.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	29.9	57.3	11.9	0.9	
Rural	29.6	57.4	12.1	0.9	NS
Urban	30.2	57.1	11.7	1.0	
Nonsmoker	32.1	56.9	10.0	0.9	<.001
Smoker	19.2	59.0	21.0	0.8	
Male	26.2	56.6	16.1	1.1	<.001
Female	33.3	57.8	8.1	0.8	
White	29.8	56.5	12.6	1.0	NS
African American	30.2	58.5	10.5	0.8	
18-24 years of age	27.3	48.3	21.4	3.0	<.001
25-44 years of age	36.3	54.4	9.1	0.2	
45-64 years of age	28.9	58.6	11.7	0.8	
65 years of age and older	20.4	68.4	10.4	0.8	
Not a high school graduate	20.5	62.7	16.4	0.3	<.001
High school graduate	24.5	61.4	13.0	1.0	
Some college	29.3	58.0	11.3	1.4	
College Graduate	39.8	49.9	9.7	0.6	

Note: 4.6 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 school rules against smoking.**

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

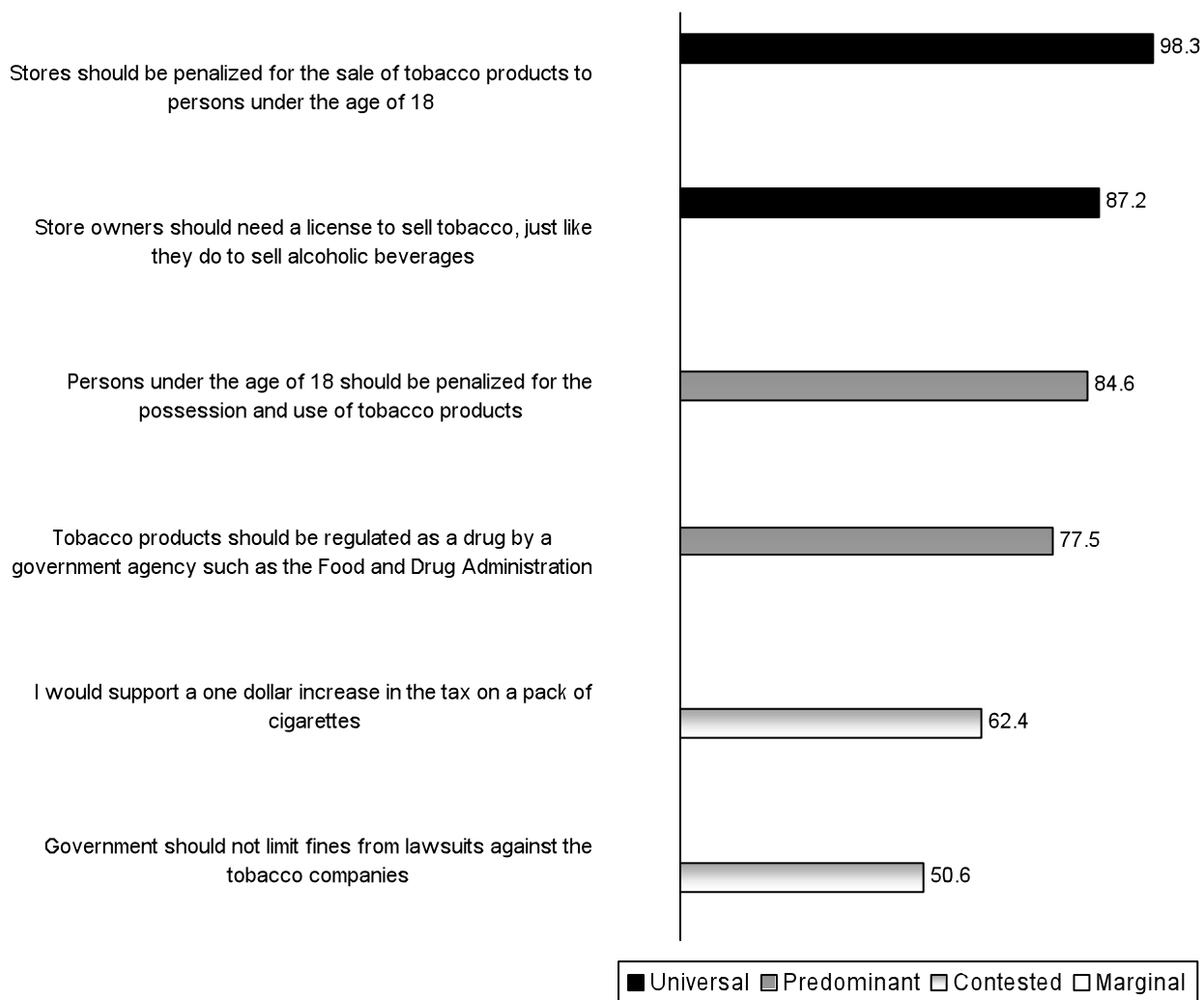
Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	29.6	67.3	2.8	0.2	
Rural	30.7	66.7	2.5	0.1	NS
Urban	28.9	67.8	2.9	0.3	
Nonsmoker	31.8	65.2	2.6	0.3	<.001
Smoker	18.8	77.4	3.6	0.2	
Male	26.4	70.5	2.8	0.4	.002
Female	32.6	64.5	2.8	0.1	
White	29.9	67.2	2.7	0.3	NS
African American	29.1	67.6	3.0	0.2	
18-24 years of age	29.9	65.6	3.6	1.0	<.001
25-44 years of age	34.8	63.2	2.0	0.0	
45-64 years of age	28.8	68.2	2.8	0.2	
65 years of age and older	20.0	76.3	3.4	0.2	
Not a high school graduate	22.9	72.6	3.8	0.7	<.001
High school graduate	22.6	74.4	2.9	0.1	
Some college	30.1	65.2	4.1	0.7	
College Graduate	39.2	59.6	1.2	0.0	

Note: 1.8 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.

## Government and Political Order, 2008

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



**Table 4.1 Tobacco products should be regulated as a drug by a government agency such as the Food and Drug Administration.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	20.9	56.6	19.5	3.0	
Rural	19.8	57.2	20.6	2.4	NS
Urban	21.7	56.1	18.8	3.4	
Nonsmoker	23.2	58.0	16.6	2.3	<.001
Smoker	10.5	49.4	34.0	6.1	
Male	18.8	52.7	24.4	4.1	<.001
Female	22.8	60.1	15.0	2.0	
White	20.6	53.6	22.5	3.3	<.001
African American	21.6	61.5	14.6	2.4	
18-24 years of age	18.0	54.2	21.0	6.8	<.001
25-44 years of age	23.2	58.7	16.1	2.0	
45-64 years of age	20.6	53.1	23.3	3.0	
65 years of age and older	19.1	61.5	17.8	1.6	
Not a high school graduate	14.3	65.4	17.5	2.9	<.001
High school graduate	15.8	62.2	19.6	2.3	
Some college	18.1	57.6	20.7	3.6	
College Graduate	30.8	46.5	19.5	3.2	

Note: 8.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.2 Store owners should need a license to sell tobacco, just like they do to sell alcoholic beverages.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	22.3	64.9	12.0	0.8	
Rural	22.8	65.7	10.6	0.8	NS
Urban	21.9	64.4	12.9	0.8	
Nonsmoker	24.1	65.4	9.8	0.7	<.001
Smoker	13.7	62.4	22.5	1.4	
Male	19.9	62.6	16.4	1.0	<.001
Female	24.4	67.0	8.0	0.6	
White	22.1	62.5	14.5	0.9	<.001
African American	22.5	69.5	7.4	0.7	
18-24 years of age	19.5	68.1	10.9	1.5	<.001
25-44 years of age	25.2	64.1	10.6	0.0	
45-64 years of age	21.7	62.4	14.5	1.3	
65 years of age and older	19.4	69.3	10.6	0.6	
Not a high school graduate	15.0	76.5	7.8	0.7	<.001
High school graduate	18.0	70.0	11.4	0.6	
Some college	22.8	65.3	11.3	0.7	
College Graduate	29.4	54.9	14.6	1.1	

Note: 3.8 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 persons under the age of 18.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	36.1	62.2	1.5	0.1	
Rural	35.1	63.7	1.1	0.1	NS
Urban	36.8	61.2	1.9	0.1	
Nonsmoker	37.6	60.8	1.5	0.2	.001
Smoker	28.7	69.4	2.0	0.0	
Male	32.7	65.1	2.1	0.1	<.001
Female	39.2	59.7	1.0	0.1	
White	36.8	61.5	1.6	0.1	NS
African American	35.3	63.2	1.4	0.1	
18-24 years of age	32.7	64.7	2.6	0.0	<.001
25-44 years of age	43.6	55.6	0.8	0.1	
45-64 years of age	34.5	63.8	1.7	0.0	
65 years of age and older	26.3	71.1	2.0	0.6	
Not a high school graduate	25.3	72.7	2.0	0.0	<.001
High school graduate	27.3	70.4	2.2	0.1	
Some college	40.2	58.4	1.4	0.0	
College Graduate	46.6	52.3	0.9	0.2	

Note: 0.9 percent of respondents reported *Don't Know* or refused.

Percentages may not add to 100 due to rounding.



**Table 4.4 Persons under the age of 18 should be penalized for the possession and use of tobacco products.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	20.1	64.5	14.5	0.9	
Rural	20.0	65.6	13.7	0.6	NS
Urban	20.3	63.6	15.0	1.2	
Nonsmoker	21.2	64.7	13.1	1.0	<.001
Smoker	15.2	63.6	20.6	0.6	
Male	17.1	64.3	17.0	1.6	<.001
Female	23.0	64.5	12.1	0.4	
White	19.9	63.9	15.2	1.0	NS
African American	20.5	65.7	12.9	0.9	
18-24 years of age	17.5	60.3	18.7	3.4	<.001
25-44 years of age	24.2	64.2	11.2	0.4	
45-64 years of age	18.7	64.4	16.4	0.6	
65 years of age and older	16.1	69.1	14.3	0.5	
Not a high school graduate	14.7	71.0	12.9	1.4	<.001
High school graduate	17.1	68.4	13.8	0.7	
Some college	19.9	64.9	14.3	0.9	
College Graduate	25.8	57.4	15.6	1.2	

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

**Table 4.5 Government should limit fines from lawsuits against the tobacco companies.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	6.7	42.8	41.8	8.8	
Rural	7.2	42.2	42.3	8.3	NS
Urban	6.3	43.1	41.4	9.1	
Nonsmoker	6.2	41.3	43.0	9.5	<.001
Smoker	9.3	49.0	36.4	5.3	
Male	6.7	42.8	42.0	8.5	NS
Female	6.7	42.8	41.6	9.0	
White	7.5	43.9	40.1	8.6	.013
African American	4.8	41.1	44.8	9.2	
18-24 years of age	6.8	46.3	32.7	14.1	<.001
25-44 years of age	7.4	38.0	46.6	8.0	
45-64 years of age	7.3	44.3	40.5	7.9	
65 years of age and older	4.1	46.7	41.9	7.2	
Not a high school graduate	3.9	52.1	38.6	5.4	<.001
High school graduate	6.2	45.8	41.0	7.0	
Some college	7.3	41.5	43.6	7.6	
College Graduate	7.8	37.3	42.2	12.7	

Note: 12.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 4.6 Would you support a one dollar increase in the tax on a pack of cigarettes**

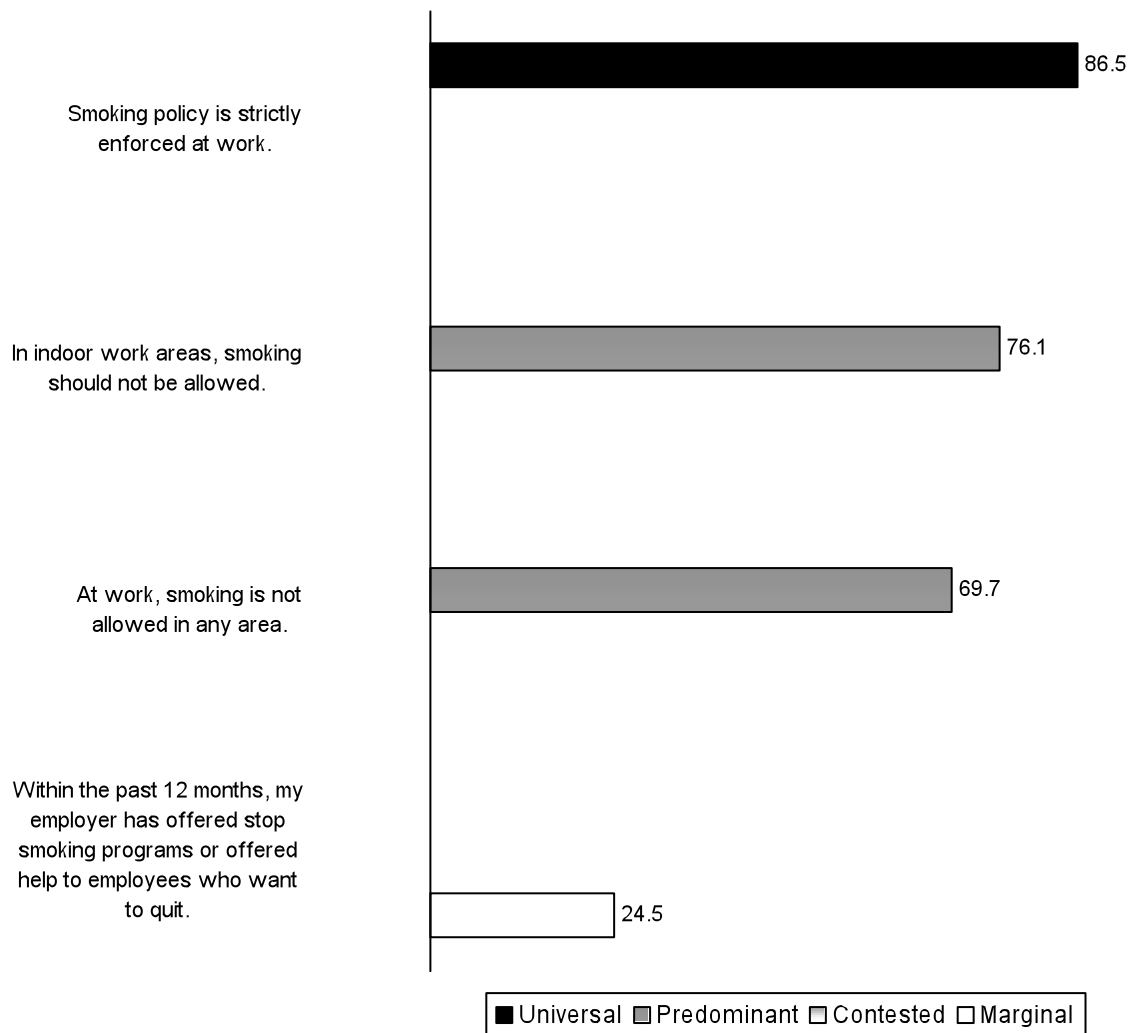
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Yes	No	Depends on how the money is used	<i>p</i>
Total	62.4	28.3	9.4	
Rural	58.4	30.9	10.7	
Urban	65.2	26.4	8.5	.001
Nonsmoker	69.7	20.3	10.0	
Smoker	27.3	66.1	6.6	<.001
Male	59.9	31.2	9.0	
Female	64.7	25.6	9.8	.004
White	66.6	24.5	8.9	
African American	54.9	35.2	9.9	<.001
18-24 years of age	53.7	38.2	8.1	
25-44 years of age	64.0	24.5	11.5	
45-64 years of age	62.1	28.5	9.5	<.001
65 years of age or older	66.7	27.3	5.9	
Not a high school graduate	48.3	45.6	6.1	
High school graduate	55.1	34.9	9.9	
Some College	60.9	27.3	11.7	<.001
College graduate	75.5	16.3	8.2	

Note: 2.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## Work, 2008

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



**Table 5.1 In indoor work areas, do you think that smoking should be allowed?**

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

Sample Characteristic	In all areas	In some areas	Not allowed at all	<i>p</i>
Total	1.0	22.9	76.1	
Rural	.7	26.5	72.7	<.001
Urban	1.3	20.4	78.3	
Nonsmoker	.9	17.3	81.8	
Smoker	1.6	50.6	47.8	<.001
Male	1.0	29.5	69.5	
Female	1.1	17.0	81.9	
White	1.3	23.1	75.6	NS
African American	.7	22.5	76.8	
18-24 years of age	2.4	35.2	62.4	
25-44 years of age	.9	21.5	77.6	<.001
45-64 years of age	.5	22.4	77.1	
65 years of age or older	1.2	16.6	82.2	
Not a high school graduate	.3	27.8	71.9	<.001
High school graduate	1.4	27.9	70.7	
Some College	1.2	25.0	73.8	
College graduate	.8	14.5	84.7	

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

**Table 5.2 Which of the following best describes your place of work's official smoking policy for indoor areas?**

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

Sample Characteristic	Not allowed in any area	Allowed in some areas	Allowed in all areas	No official policy	<i>p</i>
Total	69.7	20.8	3.0	6.5	
Rural	67.6	23.6	2.6	6.2	NS
Urban	71.0	19.2	3.2	6.6	
Nonsmoker	73.1	17.9	2.8	6.3	<.001
Smoker	54.7	34.3	4.2	6.9	
Male	62.9	23.9	4.2	8.9	<.001
Female	77.6	17.3	1.5	3.6	
White	72.3	18.6	3.5	5.6	.002
African American	64.9	24.6	2.2	8.3	
18-24 years of age	55.3	27.4	5.6	11.7	<.001
25-44 years of age	71.1	19.4	2.8	6.8	
45-64 years of age	71.3	21.6	2.6	4.6	
65 years of age and older	83.6	10.9	1.8	3.6	
Not a high school graduate	52.8	31.5	5.6	10.1	<.001
High school graduate	54.9	28.1	5.9	11.1	
Some college	68.0	25.2	2.3	4.6	
College Graduate	85.2	10.4	0.7	3.8	

Note: 46.0 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 At work, would you say that this smoking policy is not enforced at all, poorly enforced, somewhat enforced or strictly enforced?**

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

Sample Characteristic	Not enforced at all	Poorly enforced	Somewhat enforced	Strictly enforced	<i>p</i>
Total	0.7	4.3	8.5	86.5	
Rural	0.5	5.9	9.0	84.5	NS
Urban	0.8	3.3	8.2	87.7	
Nonsmoker	0.8	3.1	8.2	87.9	<.001
Smoker	0.4	10.5	10.2	78.9	
Male	0.4	6.1	9.8	83.7	<.001
Female	1.0	2.4	7.2	89.5	
White	0.6	4.2	6.8	88.3	.013
African American	1.0	4.6	11.6	82.8	
18-24 years of age	0.0	9.3	6.2	84.6	.003
25-44 years of age	0.1	3.9	9.3	86.6	
45-64 years of age	1.7	3.3	8.1	86.9	
65 years of age and older	0.0	3.8	7.7	88.5	
Not a high school graduate	2.7	8.0	17.3	72.0	<.001
High school graduate	0.7	8.5	11.0	79.8	
Some college	0.5	4.2	7.6	87.7	
College Graduate	0.5	1.0	5.9	92.6	

Note: 51.2 percent of respondents reported *Don't Know* or refused or did not work or did not have a smoking policy. Percentages may not add to 100 due to rounding.

**Table 5.4 Within the past 12 months, has your employer offered stop smoking programs or other help to employees who want to quit?**

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

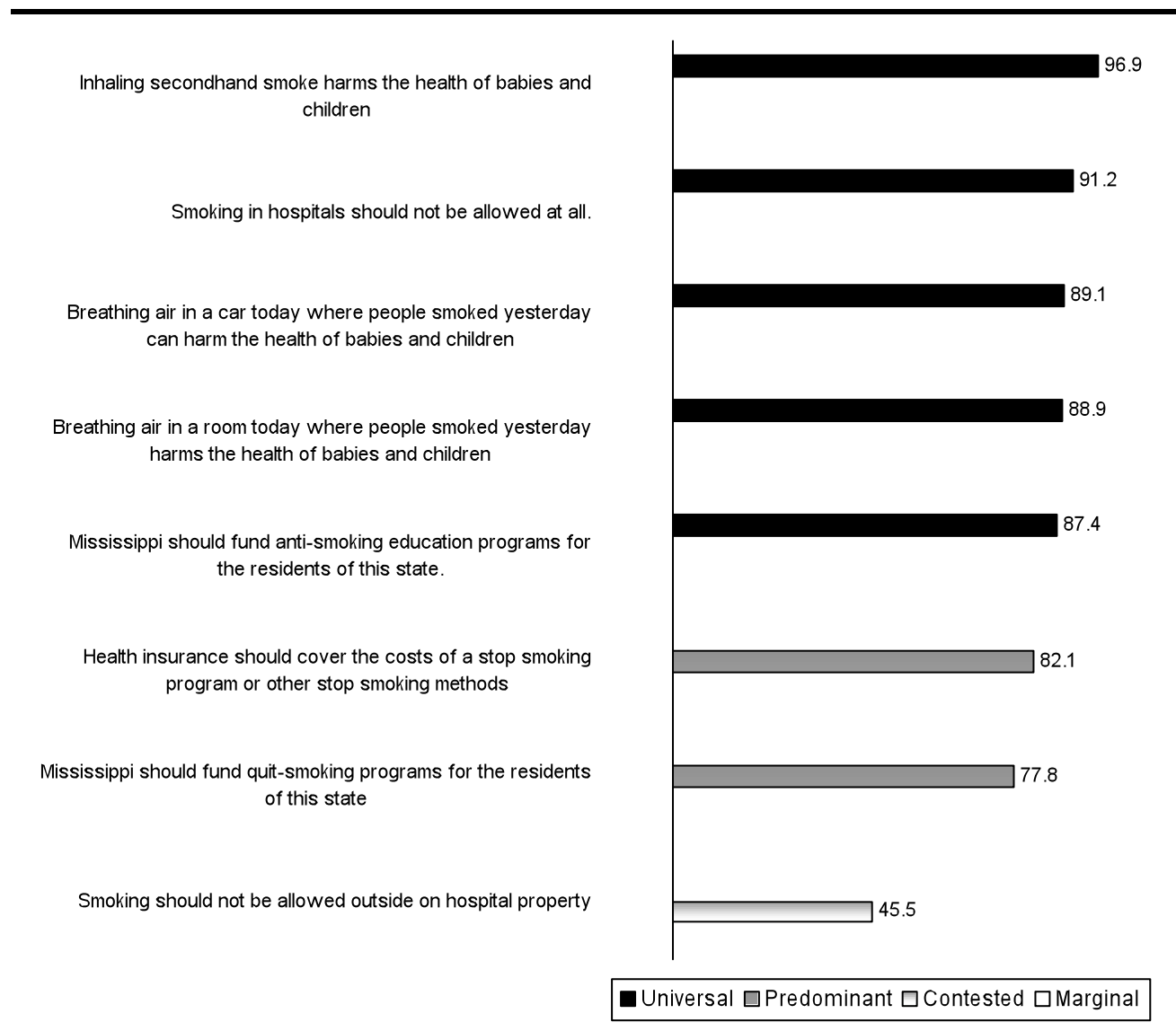
Sample Characteristic	Yes	No	<i>p</i>
Total	24.5	75.5	
Rural	21.8	78.2	NS
Urban	26.1	73.9	
Nonsmoker	25.4	74.6	NS
Smoker	20.1	79.9	
Male	25.1	74.9	NS
Female	23.9	76.1	
White	26.5	73.5	.019
African American	21.1	78.9	
18-24 years of age	18.1	81.9	.014
25-44 years of age	25.8	74.2	
45-64 years of age	26.1	73.9	
65 years of age or older	10.4	89.6	
Not a high school graduate	11.8	88.2	<.001
High school graduate	18.6	81.4	
Some College	27.6	72.4	
College graduate	29.3	70.7	

Note: 49.5 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, 2008

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



**Table 6.1 Health insurance should cover the costs of a stop smoking program or other stop smoking methods.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	20.9	61.2	16.2	1.7	
Rural	20.8	60.5	16.9	1.8	NS
Urban	21.1	61.6	15.7	1.6	
Nonsmoker	19.3	61.5	17.4	1.8	<.001
Smoker	28.8	58.9	10.9	1.3	
Male	18.9	60.8	18.3	2.0	.005
Female	22.8	61.4	14.4	1.4	
White	21.8	61.0	15.3	1.9	NS
African American	19.7	61.9	17.1	1.3	
18-24 years of age	22.4	63.3	13.3	1.0	<.001
25-44 years of age	23.8	61.4	13.1	1.7	
45-64 years of age	19.7	61.9	17.2	1.2	
65 years of age or older	15.4	57.0	24.4	3.2	
Not a high school graduate	18.4	59.2	21.0	1.5	.011
High school graduate	17.8	63.0	17.5	1.7	
Some College	25.5	59.1	13.8	1.6	
College graduate	22.0	61.5	14.7	1.7	

Note: 10.0 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.2 Mississippi should fund quit-smoking programs for the residents of this state.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	13.8	64.0	20.2	2.0	
Rural	14.3	63.3	20.9	1.5	NS
Urban	13.4	64.5	19.7	2.4	
Nonsmoker	13.0	65.0	20.2	1.7	.003
Smoker	17.6	58.6	20.5	3.3	
Male	11.6	61.5	24.3	2.7	<.001
Female	15.8	66.2	16.5	1.5	
White	12.5	60.6	24.5	2.4	<.001
African American	16.5	70.0	12.0	1.4	
18-24 years of age	15.5	67.4	13.0	4.1	<.001
25-44 years of age	13.9	65.5	19.2	1.3	
45-64 years of age	13.7	62.3	21.9	2.1	
65 years of age or older	12.2	60.7	25.3	1.8	
Not a high school graduate	16.2	65.7	14.8	3.2	.030
High school graduate	11.6	67.0	19.4	2.0	
Some College	14.2	63.5	20.4	1.9	
College graduate	15.4	60.3	22.5	1.8	

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

**Table 6.3 Mississippi should fund anti-smoking education programs for the residents of this state.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	15.6	71.8	11.8	0.8	
Rural	15.7	72.8	11.1	0.4	NS
Urban	15.5	71.0	12.4	1.1	
Nonsmoker	15.5	72.8	10.9	0.8	.005
Smoker	16.0	66.7	16.4	0.8	
Male	14.1	70.1	14.8	1.0	<.001
Female	16.9	73.3	9.2	0.5	
White	14.4	70.8	13.8	1.0	<.001
African American	17.8	73.6	8.1	0.4	
18-24 years of age	20.9	66.1	11.5	1.4	.009
25-44 years of age	16.1	72.8	10.7	0.4	
45-64 years of age	13.9	73.5	11.9	0.7	
65 years of age or older	13.3	71.2	14.4	1.1	
Not a high school graduate	16.0	71.9	11.8	0.3	.002
High school graduate	12.1	74.3	12.7	0.9	
Some College	15.3	73.2	10.3	1.3	
College graduate	19.4	68.3	12.0	0.3	

Note: 4.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.4 Inhaling secondhand smoke harms the health of babies and children:**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	p
Total	51.6	45.3	2.7	0.3	
Rural	50.4	46.2	3.0	0.4	NS
Urban	52.5	44.7	2.6	0.2	
Nonsmoker	54.8	43.0	2.0	0.2	<.001
Smoker	35.5	57.4	6.2	0.8	
Male	48.6	47.2	3.8	0.4	.001
Female	54.3	43.7	1.8	0.3	
White	53.2	43.9	2.8	0.2	.041
African American	49.1	47.8	2.5	0.6	
18-24 years of age	56.8	39.2	4.0	0.0	<.001
25-44 years of age	58.6	38.8	2.5	0.1	
45-64 years of age	50.2	47.2	2.2	0.4	
65 years of age or older	35.3	60.6	3.2	0.8	
Not a high school graduate	33.1	60.5	5.1	1.4	<.001
High school graduate	44.5	52.2	3.2	0.1	
Some College	54.3	42.8	2.3	0.6	
College graduate	64.2	34.4	1.4	0.0	

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

**Table 6.5 Breathing air in a room today where people smoked yesterday can harm the health of babies and children.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	30.6	58.3	10.5	0.5	
Rural	31.5	58.6	9.3	0.6	NS
Urban	30.1	58.2	11.3	0.5	
Nonsmoker	33.3	58.2	8.3	0.2	<.001
Smoker	15.7	59.5	22.8	2.0	
Male	25.9	57.7	15.9	0.5	<.001
Female	34.7	58.8	6.0	0.5	
White	30.3	57.3	11.8	0.6	.034
African American	31.4	60.0	8.3	0.3	
18-24 years of age	31.1	54.5	12.7	1.7	<.001
25-44 years of age	33.4	56.1	10.5	0.0	
45-64 years of age	30.5	58.0	11.0	0.5	
65 years of age and older	24.7	67.1	7.5	0.7	
Not a high school graduate	19.2	68.1	11.9	0.8	<.001
High school graduate	25.8	62.9	11.0	0.2	
Some college	31.6	57.5	10.3	0.6	
College Graduate	39.1	50.4	9.8	0.6	

Note: 15.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.6 Breathing air in a car today where people smoked yesterday can harm the health of babies and children.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	31.2	57.9	10.0	0.9	
Rural	31.7	57.6	9.4	1.2	NS
Urban	30.7	58.2	10.4	0.6	
Nonsmoker	33.6	57.9	7.8	0.7	<.001
Smoker	17.7	58.2	22.1	2.0	
Male	26.8	57.0	14.8	1.3	<.001
Female	34.9	58.7	5.9	0.6	
White	31.8	55.6	11.6	0.9	.001
African American	30.3	61.6	7.2	1.0	
18-24 years of age	32.8	52.5	12.0	2.7	<.001
25-44 years of age	33.6	55.6	10.6	0.1	
45-64 years of age	31.2	57.9	10.0	0.9	
65 years of age and older	24.6	67.3	7.0	1.1	
Not a high school graduate	18.1	70.8	10.7	0.4	<.001
High school graduate	27.5	62.1	9.6	0.8	
Some college	30.9	57.7	9.8	1.6	
College Graduate	40.0	48.9	10.5	0.6	

Note: 12.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 6.7 Where in hospitals do you think smoking should be allowed?**

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

Sample Characteristic	In all areas	In some areas	Not allowed at all	<i>p</i>
Total	0.2	8.6	91.2	
Rural	0.2	10.9	88.9	.001
Urban	0.2	6.9	92.8	
Nonsmoker	0.2	6.7	93.1	<.001
Smoker	0.6	17.5	81.9	
Male	0.3	10.5	89.2	.001
Female	0.2	6.8	93.0	
White	0.2	10.1	89.7	.001
African American	0.3	6.0	93.8	
18-24 years of age	0.0	15.5	84.5	<.001
25-44 years of age	0.0	6.5	93.5	
45-64 years of age	0.5	9.1	90.4	
65 years of age or older	0.4	6.1	93.5	
Not a high school graduate	0.3	6.3	93.4	.001
High school graduate	0.3	10.3	89.4	
Some College	0.4	10.9	88.7	
College graduate	0.0	5.9	94.1	

Note: 0.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 6.8 Where outside of hospitals, on hospital property, do you think that smoking should be allowed?**

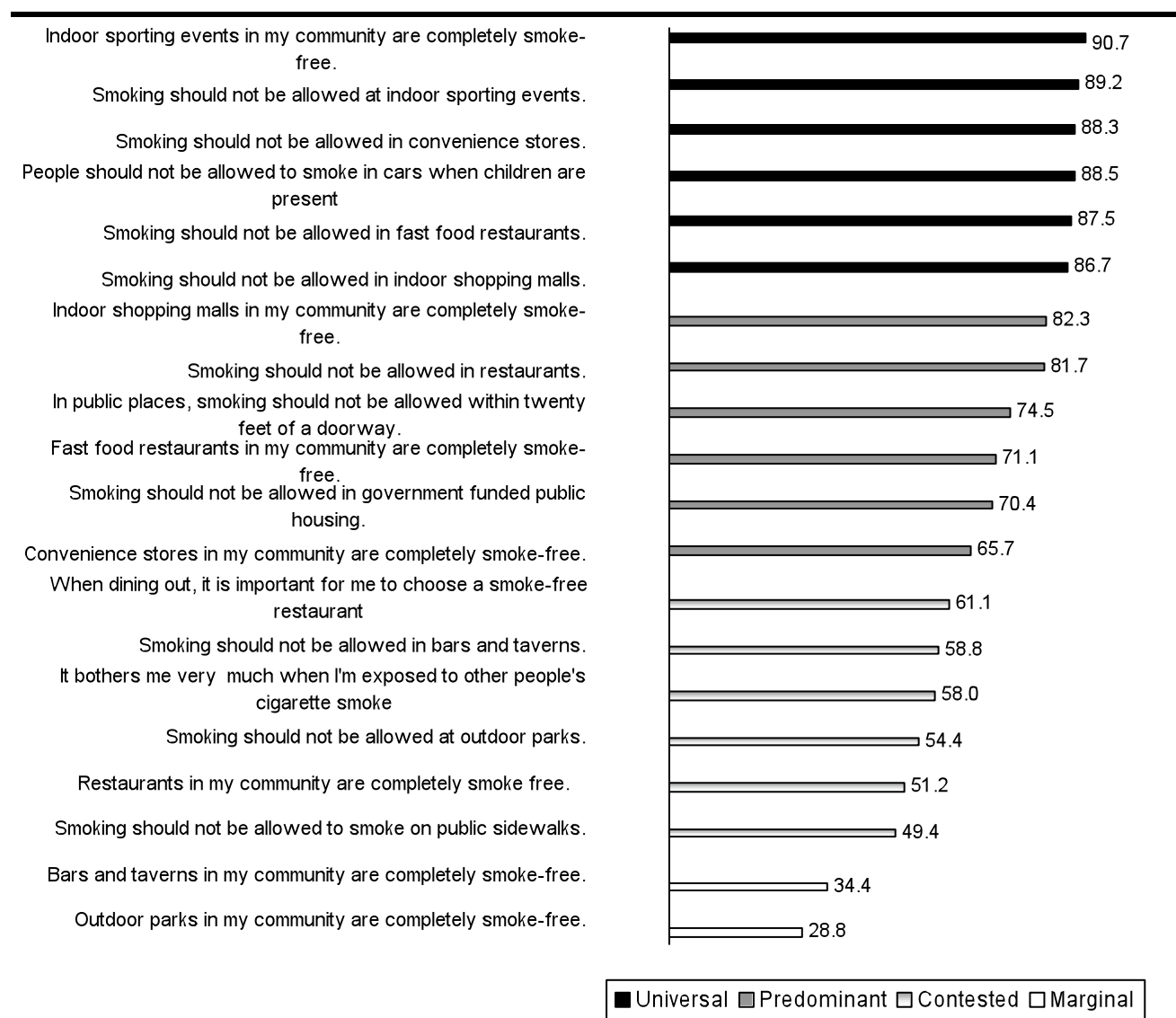
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	In all areas	In some areas	Not allowed at all	<i>p</i>
Total	3.7	50.8	45.5	
Rural	4.3	53.1	42.6	.012
Urban	3.2	49.2	47.6	
Nonsmoker	2.5	47.1	50.3	<.001
Smoker	9.1	68.8	22.0	
Male	6.0	52.8	41.2	<.001
Female	1.6	49.0	49.4	
White	4.6	54.3	41.2	<.001
African American	1.7	44.6	53.7	
18-24 years of age	7.3	44.4	48.3	<.001
25-44 years of age	2.8	49.7	47.5	
45-64 years of age	3.9	54.9	41.2	
65 years of age or older	1.8	50.4	47.8	
Not a high school graduate	2.0	56.3	41.7	.001
High school graduate	5.2	51.2	43.5	
Some College	3.5	53.2	43.3	
College graduate	2.7	47.6	49.7	

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

# Recreation, Leisure, and Sports, 2008

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



**Table 7.1 Are indoor shopping malls in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	82.3	16.0	1.7	
Rural	81.4	16.7	1.9	NS
Urban	82.9	15.5	1.5	
Nonsmoker	80.7	17.6	1.7	<.001
Smoker	88.9	9.8	1.4	
Male	82.3	16.0	1.7	NS
Female	82.3	16.1	1.6	
White	86.0	12.2	1.8	<.001
African American	75.8	22.9	1.3	
18-24 years of age	83.3	15.4	1.3	.036
25-44 years of age	83.5	15.7	0.8	
45-64 years of age	81.9	16.2	1.9	
65 years of age or older	79.3	17.0	3.7	
Not a high school graduate	84.6	13.6	1.8	NS
High school graduate	81.3	17.1	1.6	
Some College	81.0	17.1	1.9	
College graduate	83.5	14.9	1.6	

Note: 23.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.2 Are convenient stores in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	65.7	11.7	22.7	NS
Rural	66.2	10.9	22.9	
Urban	65.3	12.2	22.5	
Nonsmoker	62.8	12.2	25.0	<.001
Smoker	78.6	9.5	11.9	
Male	67.8	10.9	21.3	NS
Female	63.6	12.3	24.1	
White	64.7	10.3	25.0	<.001
African American	67.8	14.0	18.2	
18-24 years of age	66.9	15.0	18.1	.030
25-44 years of age	66.8	11.2	22.0	
45-64 years of age	62.6	11.4	26.0	
65 years of age or older	68.3	10.3	21.4	
Not a high school graduate	71.5	12.6	15.8	<.001
High school graduate	69.8	11.4	18.8	
Some College	67.1	10.4	22.5	
College graduate	57.6	12.3	30.1	

Note: 18.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.3 Are fast food restaurants in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	71.1	26.7	2.2	NS
Rural	70.2	27.3	2.4	
Urban	71.7	26.2	2.1	
Nonsmoker	69.3	28.2	2.4	<.001
Smoker	79.4	19.4	1.3	
Male	73.0	25.5	1.5	.023
Female	69.5	27.7	2.8	
White	75.2	22.5	2.3	<.001
African American	64.2	33.8	2.1	
18-24 years of age	70.2	28.4	1.4	NS
25-44 years of age	71.2	26.3	2.5	
45-64 years of age	71.0	26.6	2.5	
65 years of age or older	72.1	26.4	1.5	
Not a high school graduate	65.4	32.7	1.9	NS
High school graduate	71.5	26.9	1.6	
Some College	70.4	26.7	2.9	
College graduate	72.9	24.6	2.5	

Note: 12.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.4 Are restaurants in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	51.2	47.6	1.2	NS
Rural	52.2	46.4	1.4	
Urban	50.5	48.3	1.1	
Nonsmoker	49.7	49.0	1.3	.002
Smoker	58.3	40.8	0.8	
Male	54.6	44.4	1.0	.002
Female	48.0	50.4	1.5	
White	52.5	46.3	1.2	NS
African American	49.2	49.4	1.5	
18-24 years of age	45.3	53.9	0.8	.009
25-44 years of age	49.1	49.0	1.8	
45-64 years of age	54.7	44.4	1.0	
65 years of age or older	53.8	45.3	0.9	
Not a high school graduate	53.8	45.8	0.4	NS
High school graduate	53.5	45.6	0.9	
Some College	51.1	47.1	1.7	
College graduate	48.0	50.6	1.5	

Note: 6.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.5 Are bars and taverns in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	34.4	21.7	43.9	
Rural	34.5	20.2	45.3	NS
Urban	34.4	22.4	43.2	
Nonsmoker	34.8	21.6	43.7	NS
Smoker	32.8	22.6	44.6	
Male	35.3	20.1	44.6	NS
Female	33.4	23.5	43.1	
White	37.5	18.8	43.8	<.001
African American	29.5	26.7	43.8	
18-24 years of age	23.2	24.3	52.4	<.001
25-44 years of age	32.9	21.7	45.4	
45-64 years of age	39.0	20.0	41.0	
65 years of age or older	47.3	22.0	30.7	
Not a high school graduate	34.4	19.1	46.6	NS
High school graduate	34.5	21.4	44.1	
Some College	35.8	23.4	40.9	
College graduate	33.7	21.0	45.3	

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

**Table 7.6 Are indoor sporting events in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	90.7	7.4	1.9	
Rural	92.2	6.4	1.4	NS
Urban	89.8	8.0	2.2	
Nonsmoker	90.7	7.4	1.9	NS
Smoker	90.6	7.2	2.2	
Male	91.1	6.6	2.3	NS
Female	90.4	8.1	1.5	
White	91.6	6.7	1.7	NS
African American	89.3	8.5	2.2	
18-24 years of age	88.7	10.1	1.2	NS
25-44 years of age	90.6	7.0	2.4	
45-64 years of age	92.1	6.2	1.7	
65 years of age or older	90.2	8.2	1.6	
Not a high school graduate	87.6	7.8	4.6	.001
High school graduate	88.9	9.6	1.5	
Some College	90.8	7.7	1.5	
College graduate	93.3	4.8	2.0	

Note: 22.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 7.7 Are outdoor parks in your community:**

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

Sample Characteristic	Completely smoke free	Have designated smoking areas	Permit smoking anywhere	<i>p</i>
Total	28.8	15.1	56.1	
Rural	29.1	15.7	55.2	NS
Urban	28.6	14.6	56.8	
Nonsmoker	28.4	15.1	56.5	NS
Smoker	29.7	15.0	55.3	
Male	31.4	14.0	54.6	.020
Female	26.1	16.2	57.7	
White	30.5	13.8	55.6	.043
African American	26.3	17.0	56.7	
18-24 years of age	24.1	13.3	62.6	NS
25-44 years of age	28.5	15.4	56.1	
45-64 years of age	29.8	14.7	55.5	
65 years of age or older	31.9	17.0	51.1	
Not a high school graduate	27.3	12.7	60.0	NS
High school graduate	30.9	17.2	51.9	
Some College	27.9	15.7	56.4	
College graduate	27.9	13.1	58.9	

Note: 29.3 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.8 Where in indoor shopping malls do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	1.8	11.4	86.7	.013
Rural	1.5	13.3	85.1	
Urban	2.1	10.1	87.8	
Nonsmoker	1.5	9.9	88.6	<.001
Smoker	3.6	18.8	77.6	
Male	2.4	12.9	84.7	.004
Female	1.3	10.1	88.6	
White	1.9	11.2	86.9	NS
African American	1.9	11.8	86.3	
18-24 years of age	1.0	16.4	82.7	.004
25-44 years of age	2.4	9.1	88.5	
45-64 years of age	1.9	11.9	86.2	
65 years of age or older	1.4	11.2	87.3	
Not a high school graduate	1.3	14.8	83.9	.015
High school graduate	2.0	12.0	86.0	
Some College	2.7	12.1	85.2	
College graduate	1.2	9.0	89.8	

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

**Table 7.9 Where in convenience stores do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	2.6	9.0	88.3	NS
Rural	2.8	9.4	87.8	
Urban	2.5	8.7	88.7	
Nonsmoker	2.2	7.3	90.5	<.001
Smoker	4.8	17.7	77.5	
Male	3.6	10.8	85.7	<.001
Female	1.8	7.5	90.7	
White	2.9	9.4	87.7	NS
African American	2.3	8.0	89.7	
18-24 years of age	4.6	14.9	80.5	<.001
25-44 years of age	2.3	7.8	89.9	
45-64 years of age	2.5	7.6	89.9	
65 years of age or older	2.2	9.5	88.3	
Not a high school graduate	4.7	13.2	82.0	<.001
High school graduate	2.4	9.2	88.4	
Some College	3.8	9.0	87.2	
College graduate	1.5	7.0	91.5	

Note: 1.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.10 Where in fast food restaurants do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	1.1	11.5	87.5	.016
Rural	1.0	13.4	85.6	
Urban	1.1	10.0	88.8	
Nonsmoker	0.8	8.6	90.6	<.001
Smoker	2.4	25.5	72.1	
Male	1.3	13.1	85.6	.013
Female	0.9	9.9	89.2	
White	1.1	11.5	87.4	NS
African American	1.2	11.0	87.8	
18-24 years of age	0.5	18.6	81.0	<.001
25-44 years of age	1.3	9.4	89.3	
45-64 years of age	1.0	11.4	87.6	
65 years of age or older	1.0	10.2	88.8	
Not a high school graduate	1.7	14.3	84.1	<.001
High school graduate	1.3	14.3	84.4	
Some College	1.2	11.6	87.1	
College graduate	0.5	6.9	92.6	

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

**Table 7.11 Where in restaurants do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	1.0	17.4	81.7	NS
Rural	1.0	18.8	80.2	
Urban	1.0	16.3	82.7	
Nonsmoker	0.8	13.2	86.1	<.001
Smoker	2.0	38.0	60.0	
Male	0.9	20.7	78.4	<.001
Female	1.0	14.4	84.6	
White	1.0	18.6	80.4	.039
African American	1.0	14.9	84.1	
18-24 years of age	0.5	28.6	71.0	<.001
25-44 years of age	0.8	15.0	84.2	
45-64 years of age	1.0	16.0	83.0	
65 years of age or older	1.6	15.6	82.8	
Not a high school graduate	1.7	23.7	74.7	<.001
High school graduate	0.9	18.6	80.5	
Some College	1.2	17.8	81.0	
College graduate	0.5	13.3	86.1	

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

**Table 7.12 Where in bars and taverns do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	14.9	26.3	58.8	
Rural	16.8	25.6	57.5	NS
Urban	13.6	26.7	59.8	
Nonsmoker	10.5	24.6	64.9	<.001
Smoker	36.6	33.7	29.7	
Male	19.2	27.3	53.4	<.001
Female	10.9	25.2	63.9	
White	16.3	25.8	57.9	.010
African American	12.1	27.3	60.7	
18-24 years of age	22.7	36.4	40.9	<.001
25-44 years of age	16.6	26.0	57.4	
45-64 years of age	12.2	25.5	62.3	
65 years of age or older	9.4	19.2	71.4	
Not a high school graduate	18.6	20.8	60.6	NS
High school graduate	15.9	25.0	59.1	
Some College	15.0	28.2	56.8	
College graduate	12.9	27.5	59.6	

Note: 8.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.13 Where at indoor sporting events do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	1.7	9.1	89.2	NS
Rural	1.8	10.4	87.8	
Urban	1.6	8.2	90.2	
Nonsmoker	1.4	7.4	91.2	<.001
Smoker	3.3	17.1	79.7	
Male	2.1	11.9	86.0	<.001
Female	1.3	6.6	92.1	
White	1.9	9.9	88.2	NS
African American	1.5	7.7	90.9	
18-24 years of age	3.6	12.3	84.1	.003
25-44 years of age	1.7	8.3	90.0	
45-64 years of age	0.9	9.3	89.8	
65 years of age or older	1.6	7.9	90.4	
Not a high school graduate	2.3	11.4	86.3	.009
High school graduate	2.3	10.5	87.2	
Some College	1.9	9.1	89.0	
College graduate	0.8	7.1	92.2	

Note: 1.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.14 Where in outdoor parks do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	12.7	32.9	54.4	
Rural	13.2	35.5	51.2	.014
Urban	12.4	31.0	56.6	
Nonsmoker	9.2	31.0	59.8	<.001
Smoker	29.7	41.8	28.5	
Male	17.9	33.0	49.2	<.001
Female	8.0	32.8	59.2	
White	14.8	34.1	51.2	<.001
African American	9.1	30.2	60.7	
18-24 years of age	16.0	35.9	48.1	.042
25-44 years of age	12.2	31.1	56.7	
45-64 years of age	12.6	34.3	53.1	
65 years of age or older	11.1	31.3	57.6	
Not a high school graduate	14.9	32.2	52.9	NS
High school graduate	14.2	32.0	53.8	
Some College	10.7	34.8	54.5	
College graduate	11.9	32.7	55.4	

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



**Table 7.15 Where in government funded public housing do you think smoking should be allowed:**

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

Sample Characteristic	All areas	Some areas	Not at all	<i>p</i>
Total	12.3	17.3	70.4	
Rural	11.3	17.8	70.9	NS
Urban	13.0	17.0	70.0	
Nonsmoker	9.4	15.9	74.6	<.001
Smoker	26.5	24.3	49.2	
Male	16.0	16.4	67.6	<.001
Female	9.1	18.1	72.8	
White	13.5	18.2	68.4	.011
African American	10.5	15.7	73.8	
18-24 years of age	10.6	18.8	70.7	.003
25-44 years of age	10.2	17.4	72.4	
45-64 years of age	15.5	18.4	66.1	
65 years of age or older	11.8	13.7	74.5	
Not a high school graduate	16.9	14.6	68.6	NS
High school graduate	12.3	17.5	70.2	
Some College	10.9	19.3	69.8	
College graduate	12.2	16.3	71.5	

Note: 11.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.16 In public places, should people be allowed to smoke on public sidewalks?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	50.6	49.4	
Rural	50.3	49.7	NS
Urban	50.9	49.1	
Nonsmoker	44.8	55.2	<.001
Smoker	78.2	21.8	
Male	59.2	40.8	<.001
Female	42.8	57.2	
White	54.9	45.1	<.001
African American	42.9	57.1	
18-24 years of age	58.8	41.2	<.001
25-44 years of age	51.2	48.8	
45-64 years of age	51.1	48.9	
65 years of age or older	41.2	58.8	
Not a high school graduate	51.7	48.3	.027
High school graduate	47.1	52.9	
Some College	50.5	49.5	
College graduate	54.2	45.8	

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

**Table 7.17 In public places, should people be allowed to smoke within twenty feet of a doorway?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	25.5	74.5	
Rural	25.7	74.3	NS
Urban	25.4	74.6	
Nonsmoker	21.0	79.0	<.001
Smoker	47.4	52.6	
Male	30.6	69.4	<.001
Female	20.9	79.1	
White	27.0	73.0	.015
African American	22.8	77.2	
18-24 years of age	28.4	71.6	NS
25-44 years of age	23.8	76.2	
45-64 years of age	27.1	72.9	
65 years of age or older	23.9	76.1	
Not a high school graduate	26.7	73.3	NS
High school graduate	26.3	73.7	
Some College	26.5	73.5	
College graduate	23.7	76.3	

Note: 5.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.18 Should people be allowed to smoke while driving an automobile when children are present?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	11.5	88.5	
Rural	12.7	87.3	NS
Urban	10.6	89.4	
Nonsmoker	8.3	91.7	<.001
Smoker	27.3	72.7	
Male	14.2	85.8	<.001
Female	9.1	90.9	
White	15.4	84.6	<.001
African American	4.4	95.6	
18-24 years of age	11.3	88.7	<.001
25-44 years of age	12.9	87.1	
45-64 years of age	12.9	87.1	
65 years of age or older	6.1	93.9	
Not a high school graduate	9.6	90.4	NS
High school graduate	10.5	89.5	
Some College	12.0	88.0	
College graduate	13.1	86.9	

Note: 4.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 7.19** How much does it bother you when you are exposed to other people's cigarette smoke? Would you say it bothers you:

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

Sample Characteristic	Not at all	A little	Moderately	Very much	<i>p</i>
Total	14.1	11.3	16.6	58.0	
Rural	16.4	12.3	17.4	53.9	.001
Urban	12.5	10.6	15.9	61.0	
Nonsmoker	6.9	10.3	16.5	66.3	<.001
Smoker	49.4	16.5	16.3	17.7	
Male	18.9	13.5	19.7	47.9	<.001
Female	9.8	9.2	13.8	67.2	
White	14.8	9.9	18.5	56.7	<.001
African American	13.1	13.6	13.0	60.2	
18-24 years of age	16.4	12.1	16.1	55.5	NS
25-44 years of age	13.2	11.3	19.3	56.2	
45-64 years of age	14.5	11.1	15.3	59.1	
65 years of age and older	13.3	11.0	13.5	62.2	
Not a high school graduate	23.6	14.3	9.6	52.5	<.001
High school graduate	17.6	13.3	14.2	54.9	
Some college	13.1	11.9	19.8	55.3	
College Graduate	8.5	7.6	18.5	65.4	

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

**Table 7.20 When dining out, how important is it to you to choose a completely smoke-free restaurant?**

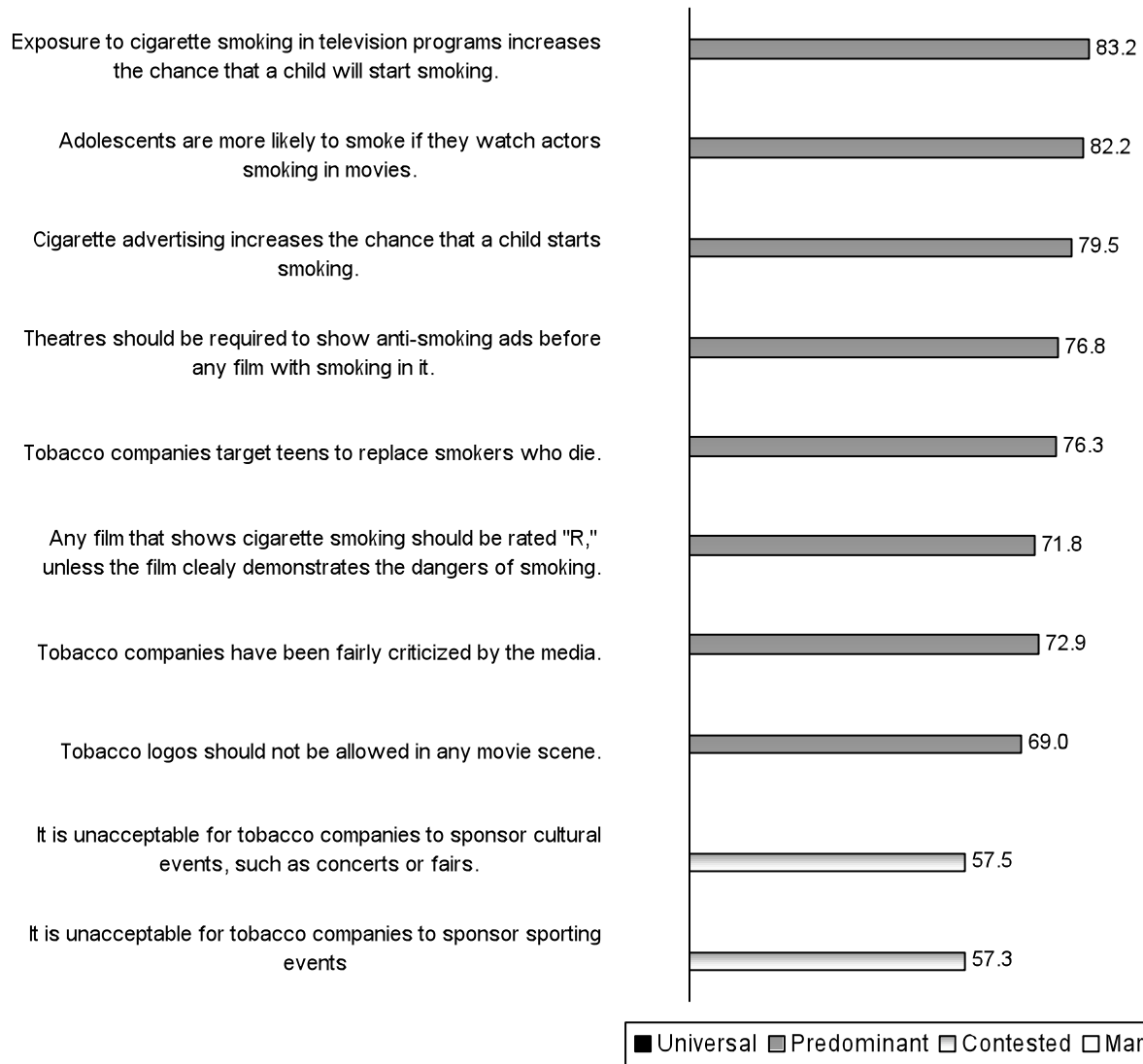
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Not at all	A little	Moderately	Very much	<i>p</i>
Total	16.3	7.1	15.5	61.1	
Rural	18.8	6.7	15.6	58.9	.019
Urban	14.6	7.4	15.4	62.6	
Nonsmoker	9.4	6.6	15.2	68.9	<.001
Smoker	50.9	9.5	16.5	23.1	
Male	20.6	7.3	17.0	55.1	<.001
Female	12.5	6.9	14.2	66.4	
White	17.6	7.4	17.1	57.9	<.001
African American	14.3	6.8	12.9	66.0	
18-24 years of age	20.9	8.7	17.8	52.6	<.001
25-44 years of age	15.5	6.7	18.4	59.4	
45-64 years of age	17.5	7.7	12.6	62.2	
65 years of age and older	11.8	5.5	13.4	69.2	
Not a high school graduate	21.5	8.8	9.4	60.3	<.001
High school graduate	20.0	7.9	13.4	58.8	
Some college	16.7	8.2	18.4	56.7	
College Graduate	10.8	4.9	17.8	66.5	

Note: 1.6 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## Mass Communications and Culture, 2008

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



**Table 8.1 It is acceptable for tobacco companies to sponsor sporting events. Do you:**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	2.8	39.8	49.1	8.2	
Rural	2.5	41.8	46.6	9.2	NS
Urban	3.0	38.5	50.9	7.6	
Nonsmoker	2.4	36.1	52.5	9.0	<.001
Smoker	4.4	57.8	33.0	4.8	
Male	3.4	48.7	41.5	6.4	<.001
Female	2.3	31.6	56.3	9.9	
White	2.5	43.7	45.5	8.3	<.001
African American	3.2	32.2	56.3	8.3	
18-24 years of age	4.9	40.4	48.9	5.7	.032
25-44 years of age	2.6	41.5	47.7	8.3	
45-64 years of age	2.5	40.5	48.0	9.0	
65 years of age and older	2.1	34.3	54.8	8.8	
Not a high school graduate	3.8	35.1	54.6	6.5	.002
High school graduate	2.7	35.7	53.5	8.0	
Some college	3.3	41.9	47.4	7.5	
College Graduate	2.1	44.0	44.1	9.8	

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



**Table 8.2 It is acceptable for tobacco companies to sponsor cultural events, such as concerts or fairs?**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	2.4	40.2	50.1	7.4	
Rural	2.2	41.4	49.3	7.1	.NS
Urban	2.5	39.3	50.6	7.6	
Nonsmoker	1.8	36.2	53.9	8.1	<.001
Smoker	4.9	58.4	32.8	3.9	
Male	2.7	48.4	42.1	6.8	<.001
Female	2.0	32.4	57.7	8.0	
White	2.5	44.2	46.5	6.8	<.001
African American	1.8	32.6	57.2	8.4	
18-24 years of age	3.8	36.8	51.1	8.3	.003
25-44 years of age	2.1	44.1	47.1	6.8	
45-64 years of age	2.4	40.9	49.0	7.8	
65 years of age and older	1.6	32.7	58.5	7.2	
Not a high school graduate	3.6	31.6	59.3	5.5	<.001
High school graduate	2.3	38.0	52.4	7.2	
Some college	2.9	40.8	49.6	6.7	
College Graduate	1.5	45.2	44.4	8.8	

Note: 10.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.3 Cigarette advertising increases the chance that a child starts smoking?**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	16.0	63.5	19.2	1.3	
Rural	16.5	61.3	21.2	1.0	NS
Urban	15.8	65.0	17.8	1.4	
Nonsmoker	17.2	66.2	15.5	1.2	<.001
Smoker	11.0	49.8	37.5	1.8	
Male	15.1	61.6	22.2	1.2	.002
Female	16.9	65.2	16.5	1.3	
White	16.7	62.6	19.7	1.0	NS
African American	15.3	65.4	17.9	1.4	
18-24 years of age	18.3	60.6	18.6	2.4	NS
25-44 years of age	15.3	62.7	20.7	1.2	
45-64 years of age	16.1	63.7	19.4	0.8	
65 years of age and older	15.6	67.1	16.3	1.0	
Not a high school graduate	13.5	59.7	25.3	1.4	<.001
High school graduate	12.4	66.6	20.3	0.7	
Some college	15.3	61.0	21.3	2.3	
College Graduate	21.3	63.2	14.5	1.0	

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

**Table 8.4 Exposure to cigarette smoking in television programs increases the chance that a child will start smoking?**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	14.4	68.8	16.3	0.4	
Rural	14.2	67.3	18.1	0.3	NS
Urban	14.5	69.8	15.1	0.6	
Nonsmoker	15.4	71.5	12.7	0.4	<.001
Smoker	9.8	54.9	34.6	0.8	
Male	13.3	67.2	18.9	0.5	.003
Female	15.4	70.2	14.0	0.4	
White	14.7	67.7	17.2	0.3	NS
African American	14.1	70.8	14.6	0.5	
18-24 years of age	16.9	66.8	15.7	0.5	NS
25-44 years of age	13.4	69.2	17.1	0.2	
45-64 years of age	14.4	67.3	17.5	0.7	
65 years of age and older	14.5	72.3	12.8	0.4	
Not a high school graduate	13.0	64.8	21.8	0.3	<.001
High school graduate	12.1	69.7	17.8	0.4	
Some college	12.8	69.2	17.2	0.8	
College Graduate	18.4	69.1	12.3	0.2	

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

**Table 8.5 Adolescents are more likely to smoke if they watch actors smoking in movies.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	13.3	68.9	17.5	0.4	
Rural	13.9	67.0	19.0	0.2	NS
Urban	12.9	70.3	16.4	0.5	
Nonsmoker	14.9	70.9	14.1	0.1	<.001
Smoker	5.7	58.4	34.4	1.4	
Male	11.6	67.6	20.4	0.4	<.001
Female	14.9	70.1	14.8	0.3	
White	14.2	67.4	18.2	0.3	NS
African American	11.9	71.6	16.0	0.5	
18-24 years of age	12.7	70.1	17.2	0.0	.007
25-44 years of age	12.4	67.0	20.1	0.5	
45-64 years of age	13.5	68.0	18.0	0.4	
65 years of age and older	15.4	73.4	11.0	0.2	
Not a high school graduate	9.9	69.4	20.4	0.3	<.001
High school graduate	10.7	69.9	19.1	0.3	
Some college	12.0	69.4	18.5	0.1	
College Graduate	18.1	67.2	14.0	0.7	

Note: 3.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.6 Any film that shows cigarette smoking should be rated "R," unless the film clearly demonstrates the dangers of smoking, or it is necessary to represent smoking of a real historical figure.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	14.6	57.3	25.2	3.0	
Rural	14.3	59.2	23.8	2.7	NS
Urban	14.7	55.9	26.1	3.3	
Nonsmoker	14.6	58.4	24.1	2.8	.008
Smoker	14.0	51.5	30.2	4.3	
Male	13.2	52.3	29.7	4.8	<.001
Female	15.8	61.8	21.0	1.4	
White	12.7	56.9	27.2	3.2	<.001
African American	18.2	58.1	21.0	2.6	
18-24 years of age	13.1	56.4	25.6	4.9	<.001
25-44 years of age	13.8	54.1	29.1	3.0	
45-64 years of age	13.5	59.4	24.6	2.5	
65 years of age and older	19.7	60.6	17.0	2.7	
Not a high school graduate	17.0	57.7	20.8	4.5	<.001
High school graduate	14.0	62.4	20.8	2.9	
Some college	15.1	59.6	23.9	1.4	
College Graduate	13.9	50.0	32.1	4.0	

Note: 7.7 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.7 Theaters should be required to show anti-smoking ads before any film with smoking in it.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	11.1	65.7	22.1	1.1	
Rural	11.0	66.0	22.1	0.9	NS
Urban	11.2	65.4	22.1	1.3	
Nonsmoker	11.2	67.3	20.4	1.1	<.001
Smoker	10.6	57.3	30.6	1.4	
Male	10.1	60.0	28.3	1.6	<.001
Female	12.1	70.9	16.3	0.7	
White	10.7	63.2	24.7	1.4	<.001
African American	12.0	70.1	17.3	0.7	
18-24 years of age	9.8	65.9	22.5	1.8	NS
25-44 years of age	11.2	66.1	21.3	1.4	
45-64 years of age	10.6	64.5	24.0	0.9	
65 years of age and older	13.1	67.0	19.4	0.4	
Not a high school graduate	8.8	68.5	22.0	.7	.008
High school graduate	11.3	68.2	19.1	1.5	
Some college	11.5	67.5	20.0	1.0	
College Graduate	11.6	60.6	26.7	1.1	

Note: 4.9 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.8 Tobacco logos should not be allowed in any movie scene.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	9.9	59.1	29.9	1.1	
Rural	10.2	59.2	29.1	1.5	NS
Urban	9.7	59.0	30.5	0.8	
Nonsmoker	10.3	61.7	27.2	0.9	<.001
Smoker	8.1	45.5	44.2	2.2	
Male	9.0	52.5	37.3	1.2	<.001
Female	10.8	65.0	23.4	0.9	
White	9.4	55.9	33.5	1.2	<.001
African American	10.9	65.3	23.2	0.6	
18-24 years of age	6.5	51.0	42.0	0.5	<.001
25-44 years of age	9.6	59.7	29.2	1.5	
45-64 years of age	9.9	58.9	30.2	1.1	
65 years of age and older	13.9	64.8	20.6	0.7	
Not a high school graduate	8.2	67.7	23.8	0.4	<.001
High school graduate	10.6	60.1	27.7	1.5	
Some college	9.2	61.5	28.1	1.2	
College Graduate	10.4	53.2	35.6	0.8	

Note: 8.2 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 8.9 Tobacco companies have been unfairly criticized in the media.**

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

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	1.9	25.2	63.0	9.9	
Rural	1.7	26.0	63.1	9.3	NS
Urban	2.1	24.7	62.8	10.4	
Nonsmoker	1.7	20.9	66.5	11.0	<.001
Smoker	3.2	46.9	45.0	4.9	
Male	2.5	29.4	59.8	8.3	<.001
Female	1.4	21.4	65.7	11.4	
White	1.9	24.3	63.7	10.1	NS
African American	1.5	26.7	62.1	9.8	
18-24 years of age	0.0	27.1	64.2	8.7	.040
25-44 years of age	1.5	24.1	63.5	10.9	
45-64 years of age	2.9	25.8	61.5	9.9	
65 years of age and older	2.5	24.7	63.8	9.0	
Not a high school graduate	2.6	32.3	58.7	6.3	<.001
High school graduate	1.4	29.0	61.9	7.6	
Some college	2.6	24.8	64.0	8.6	
College Graduate	1.7	18.5	65.2	14.6	

Note: 7.8 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.



**Table 8.10 Tobacco companies target teens to replace smokers who die.**

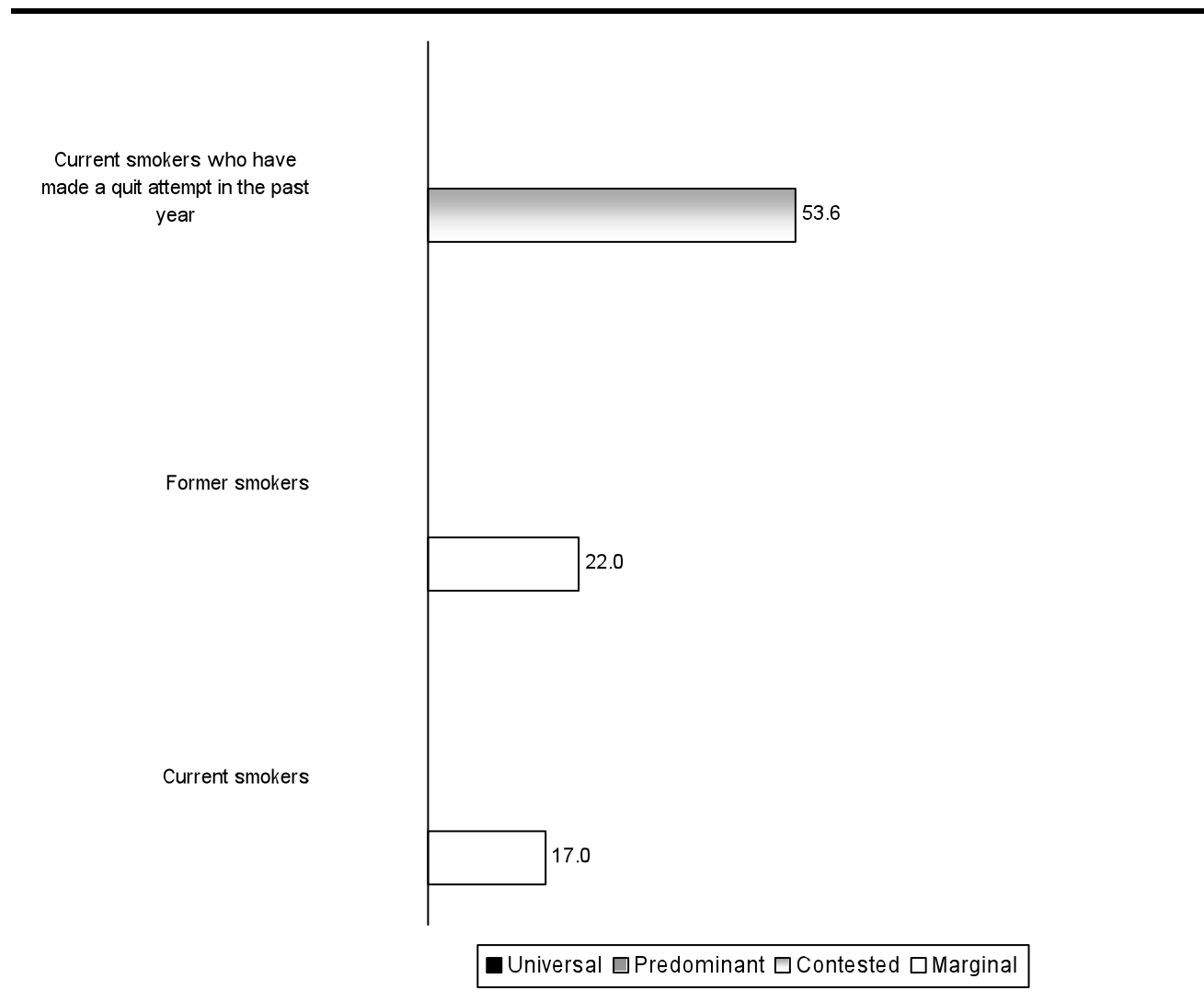
(Percent responding by rural/urban, smoking status, gender, race, age, and education.)

Sample Characteristic	Strongly agree	Agree	Disagree	Strongly disagree	<i>p</i>
Total	12.4	63.9	22.6	1.0	
Rural	12.5	63.0	23.5	1.1	NS
Urban	12.3	64.6	22.0	1.0	
Nonsmoker	13.3	66.6	19.1	1.0	<.001
Smoker	8.2	50.5	40.2	1.1	
Male	13.2	62.5	23.2	1.1	NS
Female	11.6	65.3	22.1	1.0	
White	12.3	63.0	23.1	1.5	.013
African American	12.7	65.5	21.6	0.2	
18-24 years of age	14.1	64.2	20.0	1.7	.026
25-44 years of age	11.3	62.0	26.0	0.8	
45-64 years of age	12.2	64.6	22.4	0.8	
65 years of age and older	14.2	66.6	17.5	1.7	
Not a high school graduate	10.2	60.2	28.3	1.2	NS
High school graduate	11.6	63.1	24.1	1.3	
Some college	12.0	66.8	20.4	0.8	
College Graduate	14.6	64.0	20.4	1.0	

Note: 14.5 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## Cigarette Smoking, 2008

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



**Table 9.1 Are you a current smoker?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	17.0	83.0	
Rural	16.8	83.2	NS
Urban	17.1	82.9	
Male	22.4	77.6	<.001
Female	12.2	87.8	
White	18.1	81.9	NS
African American	15.4	84.6	
18-24 years of age	19.1	80.9	<.001
25-44 years of age	19.2	80.8	
45-64 years of age	18.3	81.7	
65 years of age or older	7.9	92.1	
Not a high school graduate	26.0	74.0	<.001
High school graduate	21.1	78.9	
Some College	17.9	82.1	
College graduate	8.8	91.2	

Note: 0.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 9.2 Have you made quit attempts?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	53.6	46.4	
Rural	53.6	46.4	NS
Urban	53.3	46.7	
Male	53.5	46.5	NS
Female	53.6	46.4	
White	53.2	46.8	NS
African American	53.8	46.3	
18-24 years of age	61.3	38.8	.002
25-44 years of age	59.0	41.0	
45-64 years of age	49.5	50.5	
65 years of age or older	30.0	70.0	
Not a high school graduate	51.9	48.1	NS
High school graduate	54.1	45.9	
Some College	60.2	39.8	
College graduate	41.5	58.5	

Note: 83.1 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

**Table 9.3 Are you a former smoker?**

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

Sample Characteristic	Yes	No	<i>p</i>
Total	22.0	78.0	
Rural	22.1	77.9	NS
Urban	22.0	80.0	
Male	27.6	72.4	<.001
Female	17.0	83.0	
White	25.2	74.8	<.001
African American	16.6	83.4	
18-24 years of age	8.6	91.4	<.001
25-44 years of age	15.5	84.5	
45-64 years of age	25.4	74.6	
65 years of age or older	40.4	59.6	
Not a high school graduate	25.0	75.0	NS
High school graduate	22.9	77.1	
Some College	19.6	80.4	
College graduate	22.5	77.5	

Note: 0.4 percent of respondents reported *Don't Know* or refused.  
Percentages may not add to 100 due to rounding.

## **The Mississippi Tobacco Data Workgroup**

The Social Science Research Center (SSRC) at Mississippi State University was established in 1950 to promote, enhance, and facilitate social science research and related scholarly activities. The mission of the SSRC is to conduct rigorous, objective and unbiased research on social, economic, political, human resource, and social-environmental problems facing the state, nation, and world. The SSRC is a university-level, interdisciplinary research center whose annual research portfolio normally ranges between \$10-15 million. Typically, grants and contracts fund more than ninety percent of the SSRC's activities. The SSRC occupies about 17,700 sq. ft. of building space in the Research Park and another 4,500 sq. ft. in Jackson, MS. The entire facility is accessible to the handicapped. With the exception of the southern loading dock, smoking is prohibited in all indoor and outdoor areas of the SSRC. The SSRC has a extensive experience with both surveillance and evaluation research, and directed the Overall Component of the evaluation of the Mississippi Tobacco Pilot Program.

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