



UNIVERSITY
◀ REPORT



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MISSISSIPPI

2020 • mississippi tobacco data



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UNIVERSITY SURVEY OF TOBACCO CONTROL

UNIVERSITY OF SOUTHERN MISSISSIPPI | 2020

ACKNOWLEDGMENT

This survey was made possible through support provided by the Mississippi State Department of Health. The opinions expressed herein are those of the authors and do not necessarily reflect the views of the Mississippi State Department of Health.

The survey instrument design was based on an extensive review of extant instruments such as the Social Climate Survey of Tobacco Control, the Current Population Survey – Tobacco Use Supplement, the National College Health Risk Behavior Survey, the Youth Tobacco Survey, the Harvard School of Public Health College Alcohol Survey, and was supplemented by additional relevant items.

METHODS

Researchers at the Social Science Research Center at Mississippi State University (MSU) administered a web-based survey to undergraduate students at the University of Southern Mississippi (USM). This web-based approach has extraordinary potential as the university provides internet access to students in multiple settings and issues each student an e-mail account. Moreover, students rely on e-mail and the internet to communicate with peers, professors, and university administrators.

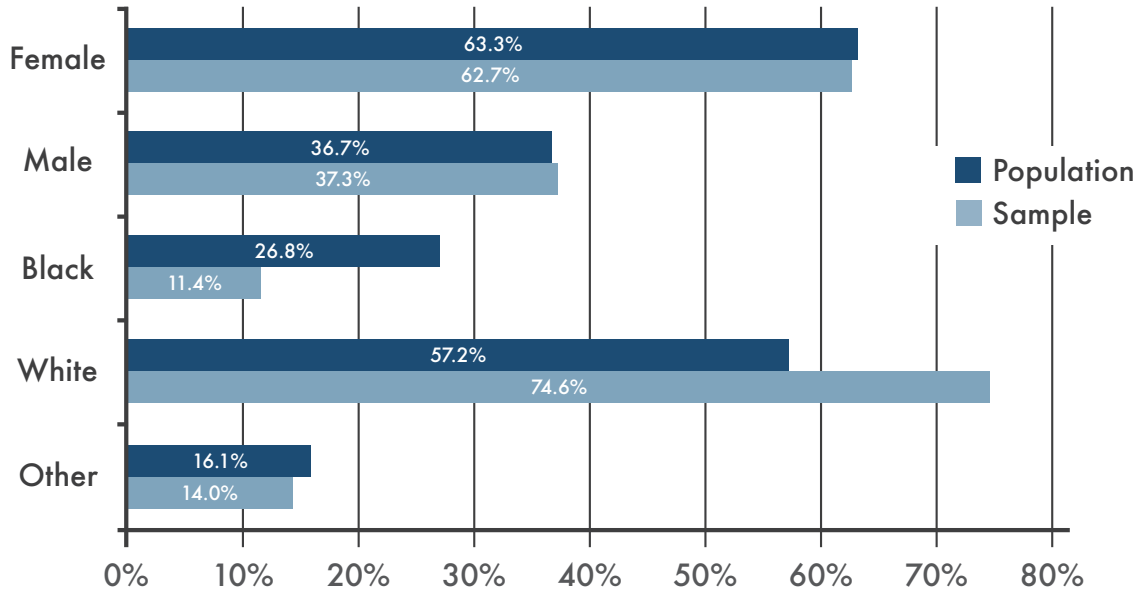
Information Technology Services at USM provided 12,487 undergraduate student e-mail addresses. Of these 12,487 students, 6,244 were sampled and 312 participated in the survey. All respondents were 18 years of age

or older and undergraduate students at USM during the Spring 2020 term. Respondents were screened before beginning the survey, and students who were not yet 18 years of age during the Spring 2020 term were not allowed to continue the survey.

Each student in the sample received an e-mail asking for their participation in the survey. Students who chose to participate clicked on an embedded URL address that linked the student to the survey web site. Respondents who did not complete the survey in one session were able to restart the survey at the last question answered. Up to two reminder e-mails were sent requesting the student's continued participation. Two reminder emails were also sent to each student who did not respond to the initial request for participation. No more than three emails were sent to any student in the sample.

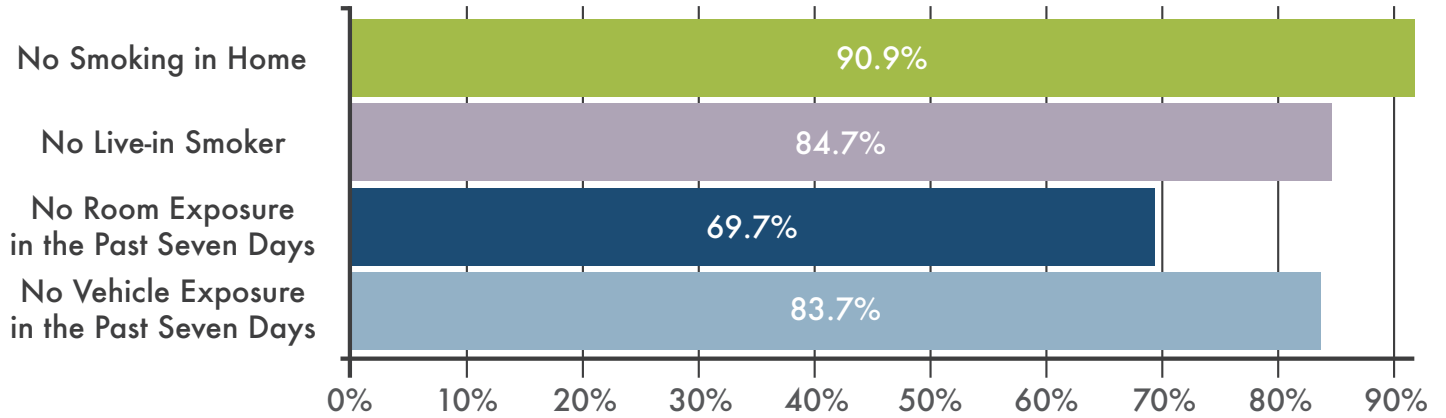
Several precautions were taken to protect the privacy of respondents. Personal identifiers (e-mail addresses) were kept separate from the information collected from each respondent. This was accomplished by anonymizing responses so that no personal information was recorded and the contact association was removed.

POPULATION & SAMPLE / / / ← 2020 →



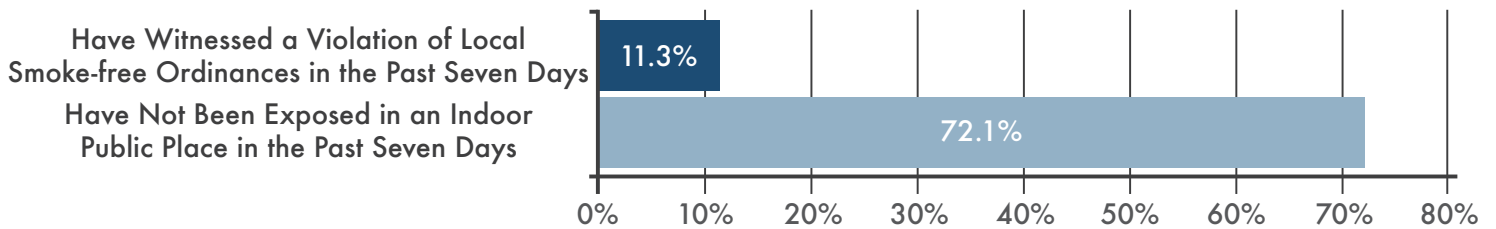
INDIVIDUAL PRACTICES & EXPOSURE TO TOBACCO SMOKE

2020



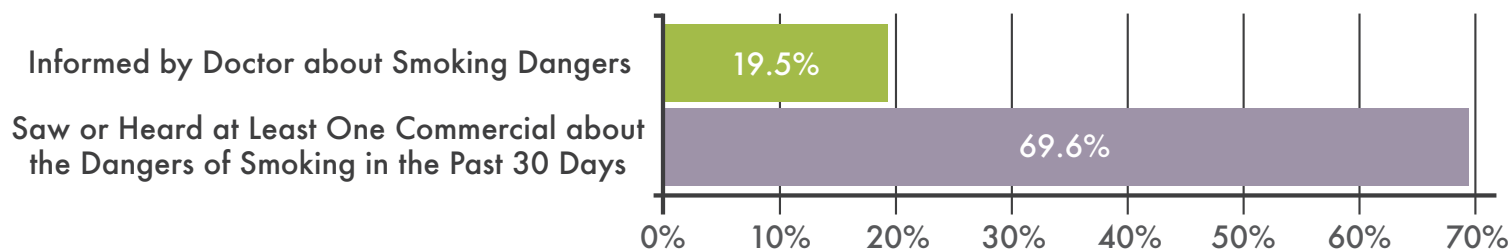
SMOKE-FREE POLICIES IN THE COMMUNITY

2020



HEALTH BELIEFS & COUNSELING + MASS MEDIA

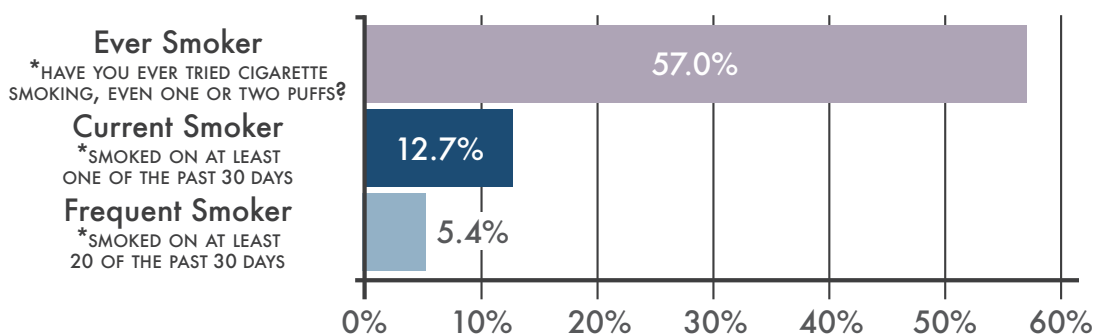
2020

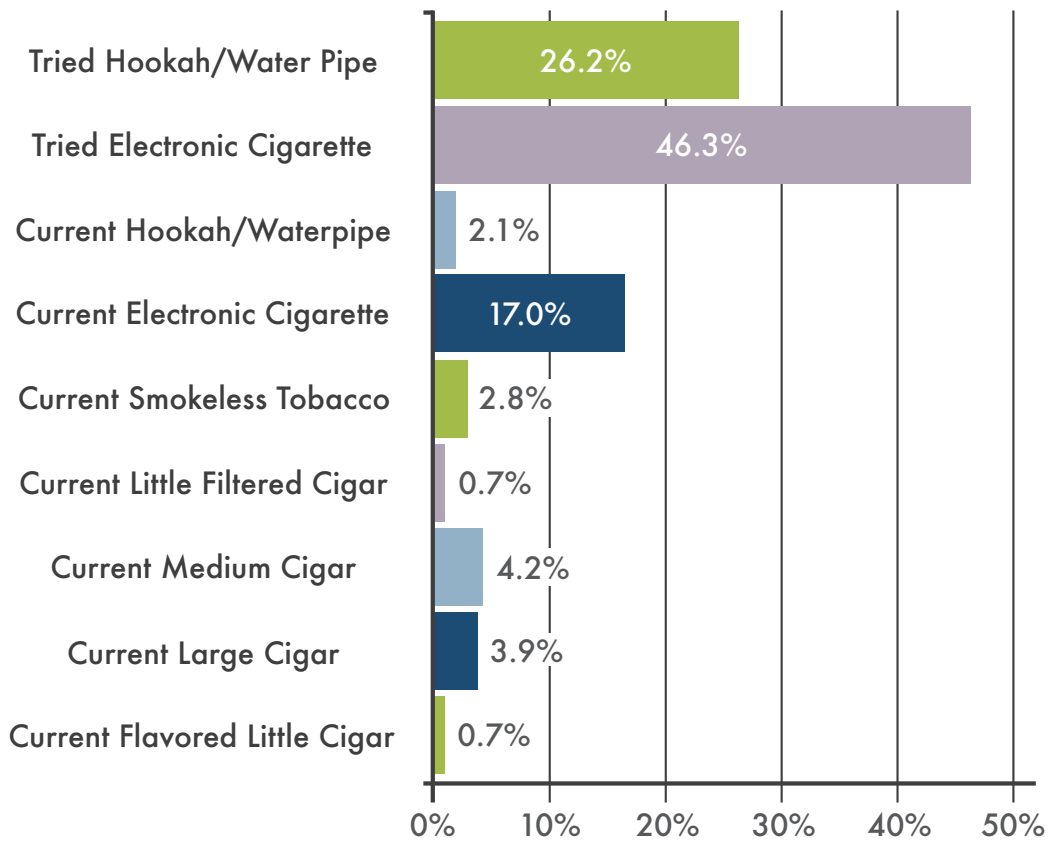


- The percentage of University of Southern Mississippi students who reported having seen commercials on the TV, radio, or internet about the dangers of smoking in the past thirty days was significantly higher for females (77.1%) than for males (56.7%), $p < .001$.

CIGARETTE SMOKING

2020





**While there was no change in past thirty day use of electronic cigarettes since 2019, there was a shift in product preference. Pod-based use (such as JUUL) among past thirty day e-cigarette users dropped from 51.7% to 31.9%. Disposable use among past thirty day users increased from 0.0% to 14.9%.*

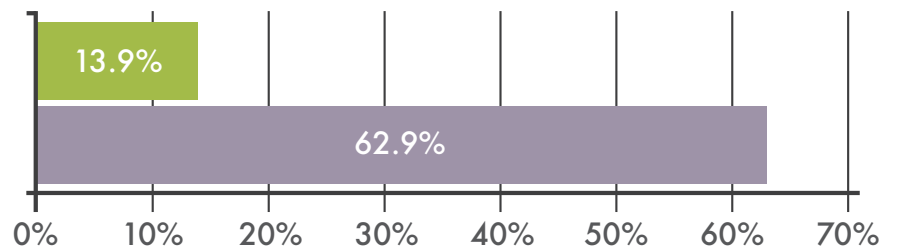
- The percentage of University of Southern Mississippi students who reported having tried smoking tobacco in a hookah or water pipe was significantly higher for males (39.0%) than for females (18.9%), $p < .001$.
- The percentage of University of Southern Mississippi students who reported having ever used an electronic cigarette was significantly higher for males (54.7%) than for females (40.6%), $p = .02$.
- The percentage of University of Southern Mississippi students who reported having used an electronic cigarette in the past thirty days was significantly higher for males (23.6%) than for females (13.1%), $p = .02$.
- The percentage of University of Southern Mississippi students who reported having used smokeless tobacco in the past thirty days was significantly higher for males (7.5%) than for females (0.0%), $p < .001$.

TOBACCO PRODUCT USE ← 2020 →

- The percentage of University of Southern Mississippi students who reported having smoked medium cigars or cigarillos in the past thirty days was significantly higher for males (7.5%) than for females (2.3%), $p = .03$.
- The percentage of University of Southern Mississippi students who reported having smoked large or premium cigars in the past thirty days was significantly higher for males (9.4%) than for females (0.6%), $p < .001$.

SMOKING CESSATION ← 2020 →

Current Smokers Who Have Ever Participated in a Quit Program
Current Smokers Who Stopped for One Day or More in an Attempt to Quit



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