

# The National Social Climate of Tobacco Control, 2000-2002

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# Support

- The Rural Health, Safety, and Security Institute
- Center for Child Health Research



# Project Background

- Smoking is a socially motivated behavior
- Tobacco control programs target multiple social institutions across multiple societal levels
- The Social Climate Survey provides an annual assessment of attitudinal, behavioral, and societal variables

# Purpose

- Provide timely, comprehensive data about tobacco control attitudes and practices
- Objectively measure, and ultimately monitor, progress towards intermediate objectives
- Annual cross-sectional assessments of the social climate: 2000, 2001, 2000

# An Institutional Approach





# Applications

- Planning and evaluation tool
- Inform policy
- Monitor pediatrician screening and counseling of parents who smoke

# Sample Characteristics

- Simple Random Sample of Adults
- Computer assisted telephone interviewers
- 2000: N = 1,503; Response Rate = 74%
- 2001: N = 3,002; Response Rate = 84%
- 2002: N = 3,009; Response Rate = 86%



# Changes from 2000-2002

- 45.2% of social climate indicators improved from 2000 to 2002
- 30.8% of indicators improved from 2001 to 2002
- Support is increasing for restrictions on smoking in public places
- Smoking restrictions are becoming more prevalent in some public settings

# Smokefree Public Settings

	2000	2001	2002	% Point Difference	% Change
Malls*	75.4	77.0	79.2	3.8	5.0
Convenience Stores***	68.4	73.7	75.4	7.0	10.2
Fast Food***	52.1	57.8	63.5	11.4	21.9
Restaurants	24.5	28.1	26.5	2.0	8.2
Bars	13.0	12.4	13.3	0.3	2.3
Indoor Sporting Events	80.2	81.7	80.2	0.0	0.0
Outdoor Parks***	7.9	7.9	11.3	3.4	43.0

# Support for Smokefree Public Settings

	2000	2001	2002	% Point Difference	% Change
Malls***	71.4	75.3	81.0	9.6	13.4
Convenience Stores	86.3	86.9	87.6	1.3	1.5
Fast Food*	76.8	80.0	81.5	4.7	6.1
Restaurants***	61.0	61.4	65.5	4.5	7.4
Bars***	32.8	33.2	42.9	10.1	30.8
Indoor Sporting Events***	77.5	80.4	82.5	5.0	6.5
Outdoor Parks***	25.0	25.2	37.6	12.6	50.4

# Other changes regarding ETS from 2000 to 2002

- More people are requesting non-smoking tables in restaurants, 70.1 to 75.5%
- More people are requesting non-smoking rooms, 72.2 to 78.2%
- More households are smokefree, 69.1 to 73.7%
- More households ban smoking in the presence of children, 83.5 to 87.8%

# General Findings

- Support for tobacco control among smokers
- Variation
- ETS issues
- Identifies modifiable social climate conditions

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