

# Tobacco Data Update

May 1, 2014



# 100% Smoke-free COMMUNITIES

## in Mississippi

UPDATED | APRIL 2014

There are 80  
**smoke-free**  
COMMUNITIES  
in Mississippi

### Partial Smoke-free COMMUNITIES in Mississippi

- October 2007 | Greenville
- November 15, 2007 | McComb
- January 10, 2008 | Summit
- May 1, 2008 | Gulfport
- July 31, 2008 | Walls
- June 25, 2009 | Picayune
- January 6, 2010 | Columbus

- May 5, 2010 | Brandon
- June 3, 2010 | Goodman
- October 5, 2010 | Rienzi
- March 31, 2011 | Senatobia
- June 2011 | Olive Branch
- December 1, 2011 | Coldwater
- June 6, 2012 | Vaiden



26.6% of  
Mississippians  
are protected

RANK	STATE	PERCENT PROTECTED
1	ARIZONA	100.0%
	DELAWARE	100.0%
	HAWAII	100.0%
	ILLINOIS	100.0%
	IOWA	100.0%
	KANSAS	100.0%
	MAINE	100.0%
	MARYLAND	100.0%
	MASSACHUSETTS	100.0%
	MICHIGAN	100.0%
	MINNESOTA	100.0%
	MONTANA	100.0%
	NEBRASKA	100.0%
	NEW JERSEY	100.0%
	NEW YORK	100.0%
	NORTH DAKOTA	100.0%
	OHIO	100.0%
	OREGON	100.0%
	RHODE ISLAND	100.0%
	SOUTH DAKOTA	100.0%
	UTAH	100.0%
	VERMONT	100.0%
	WASHINGTON	100.0%
	WASHINGTON D.C.	100.0%
	WISCONSIN	100.0%
26	WEST VIRGINIA	47.0%
27	ALASKA	43.9%
28	NEW MEXICO	36.6%
29	TEXAS	35.3%
30	KENTUCKY	33.1%
31	SOUTH CAROLINA	30.5%
32	INDIANA	29.5%
33	CALIFORNIA	26.9%
34	MISSOURI	19.8%
35	MISSISSIPPI	18.3%
36	IDAHO	13.6%
37	ALABAMA	11.3%
38	COLORADO	10.1%
39	LOUISIANA	4.4%
40	GEORGIA	2.3%
41	WYOMING	0.3%
42	ARKANSAS	0.1%
43	CONNECTICUT	0.0%
	FLORIDA	0.0%
	NEVADA	0.0%
	NEW HAMPSHIRE	0.0%
	NORTH CAROLINA	0.0%
	OKLAHOMA	0.0%
	PENNSYLVANIA	0.0%
	TENNESSEE	0.0%
	VIRGINIA	0.0%

Prior to 2006, less than 0.01% of the Mississippi population was protected from tobacco smoke by 100% smokefree air laws in indoor public places. Mississippi currently ranks 35th in percent of the population protected from tobacco smoke in indoor public places.

**SOURCE**  
American Nonsmokers'  
Rights Foundation,  
January, 2014

*Please note that the criteria ANR uses is more strict than that of MTD. Therefore, our estimate is higher.*

Mississippi ranks  
35<sup>th</sup> in protection

# Adult Current Smoking

Mississippi ranks 7th among the 50 states and Washington D.C. in the prevalence of current smoking among adults. State rankings, however, should be interpreted with caution. Rank differences do not necessarily reflect meaningful differences between states.

**SOURCE**  
2012 Behavior Risk Factor Surveillance System, Centers for Disease Control and Prevention

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	KENTUCKY	28.3%	26.9%	29.7%
2	WEST VIRGINIA	28.2%	26.7%	29.7%
3	ARKANSAS	25.0%	23.3%	26.8%
4	TENNESSEE	24.9%	23.3%	26.4%
5	LOUISIANA	24.8%	23.2%	26.3%
6	INDIANA	24.0%	22.8%	25.2%
7	MISSISSIPPI	24.0%	22.5%	25.4%
8	MISSOURI	23.9%	22.3%	25.5%
9	ALABAMA	23.8%	22.3%	25.2%
10	MICHIGAN	23.3%	22.1%	24.6%
11	OHIO	23.3%	22.2%	24.4%
12	OKLAHOMA	23.3%	22.0%	24.5%
13	SOUTH CAROLINA	22.5%	21.4%	23.7%
14	SOUTH DAKOTA	22.0%	20.5%	23.4%
15	WYOMING	21.8%	19.9%	23.7%
16	PENNSYLVANIA	21.4%	20.4%	22.3%
17	NORTH DAKOTA	21.2%	19.6%	22.9%
18	NORTH CAROLINA	20.9%	19.9%	21.9%
19	ALASKA	20.5%	18.8%	22.3%
20	GEORGIA	20.4%	18.8%	21.9%
21	WISCONSIN	20.4%	18.7%	22.1%
22	MAINE	20.3%	19.2%	21.4%
23	DELAWARE	19.7%	18.2%	21.3%
24	MONTANA	19.7%	18.5%	20.9%
25	NEBRASKA	19.7%	18.9%	20.6%
26	WASHINGTON D.C.	19.6%	17.4%	21.9%
27	KANSAS	19.4%	18.4%	20.4%
28	NEW MEXICO	19.3%	18.2%	20.4%
29	VIRGINIA	19.0%	17.7%	20.3%
30	MINNESOTA	18.8%	17.8%	19.8%
31	ILLINOIS	18.6%	16.9%	20.2%
32	TEXAS	18.2%	17.0%	19.3%
33	IOWA	18.1%	16.9%	19.3%
34	NEVADA	18.1%	16.5%	19.7%
35	OREGON	17.9%	16.4%	19.4%
36	COLORADO	17.7%	16.8%	18.7%
37	FLORIDA	17.7%	16.3%	19.1%
38	RHODE ISLAND	17.4%	16.0%	18.9%
39	NEW JERSEY	17.3%	16.4%	18.3%
40	NEW HAMPSHIRE	17.2%	15.8%	18.6%
41	WASHINGTON	17.2%	16.3%	18.1%
42	ARIZONA	17.1%	15.6%	18.5%
43	VERMONT	16.5%	15.1%	17.8%
44	IDAHO	16.4%	14.6%	18.3%
45	MASSACHUSETTS	16.4%	15.5%	17.2%
46	MARYLAND	16.2%	15.0%	17.4%
47	NEW YORK	16.2%	14.8%	17.6%
48	CONNECTICUT	16.0%	14.8%	17.2%
49	HAWAII	14.6%	13.3%	15.8%
50	CALIFORNIA	12.6%	11.8%	13.4%
51	UTAH	10.6%	9.8%	11.3%

Mississippi ranks 7<sup>th</sup> in current smoking among adults

# Youth Current Smoking

RANK	STATE	PREVALENCE	LOWER CI	UPPER CI
1	KENTUCKY	24.1%	21.0%	27.6%
2	SOUTH DAKOTA	23.1%	17.1%	30.5%
3	ALABAMA	22.9%	19.5%	26.6%
4	OKLAHOMA	22.7%	19.1%	26.7%
5	WYOMING	22.0%	19.2%	25.1%
6	LOUISIANA	21.8%	17.7%	26.5%
7	TENNESSEE	21.6%	18.4%	25.1%
8	OHIO	21.1%	16.1%	27.1%
9	NEW MEXICO	19.9%	17.6%	22.4%
10	NEW HAMPSHIRE	19.8%	16.3%	23.9%
11	NORTH DAKOTA	19.4%	16.6%	22.5%
12	SOUTH CAROLINA	19.1%	16.1%	22.5%
13	WEST VIRGINIA	19.1%	16.0%	22.6%
14	DELAWARE	18.3%	16.2%	20.5%
15	ARKANSAS	18.2%	15.2%	21.6%
16	INDIANA	18.1%	15.9%	20.4%
17	IOWA	18.1%	15.5%	21.0%
18	MISSISSIPPI	17.9%	15.2%	21.1%
19	NORTH CAROLINA	17.7%	14.9%	20.9%
20	ILLINOIS	17.5%	15.3%	20.0%
21	ARIZONA	17.4%	14.8%	20.4%
22	TEXAS	17.4%	15.5%	19.4%
23	GEORGIA	17.0%	14.2%	20.1%
24	MONTANA	16.5%	14.4%	18.8%
25	NEW JERSEY	16.1%	13.2%	19.6%
26	CONNECTICUT	15.9%	13.1%	19.1%
27	COLORADO	15.7%	12.8%	19.0%
28	MAINE	15.2%	14.0%	16.5%
29	NEBRASKA	15.0%	13.3%	16.8%
30	VIRGINIA	15.0%	11.3%	19.5%
31	WISCONSIN	14.6%	12.5%	16.9%
32	KANSAS	14.4%	12.0%	17.2%
33	FLORIDA	14.3%	12.9%	15.8%
34	IDAHO	14.3%	11.1%	18.3%
35	ALASKA	14.1%	10.8%	18.3%
36	MASSACHUSETTS	14.0%	12.2%	16.0%
37	MICHIGAN	14.0%	11.5%	17.0%
38	VERMONT	13.3%	12.1%	14.6%
39	MARYLAND	12.5%	9.4%	16.3%
40	NEW YORK	12.5%	10.8%	14.5%
41	RHODE ISLAND	11.4%	9.0%	14.4%
42	HAWAII	10.1%	8.4%	12.2%
43	UTAH	5.9%	4.9%	7.2%

Mississippi ranks 18th in the prevalence of current smoking among public high school students (43 states administered the YRBSS in 2011). State rankings, however, should be interpreted with caution. Rank differences do not necessarily reflect meaningful differences between states.

**SOURCE**  
Youth Risk Behavior Surveillance System, Centers for Disease Control and Prevention

Mississippi ranks 18<sup>th</sup> in current smoking among youth

# 2013 Mississippi Social Climate Survey

## Electronic Cigarettes

	2012	2013
MS Ever Use	9.5%	12.1%
US Ever Use	10.6%	13.0%
MS Current Use	4.1%	5.7%
US Current Use		6.8%

# 2013 Mississippi Social Climate Survey

## Electronic Cigarettes

### Concerns

- Smokers maintaining dependence
- May increase risk of relapse among former smokers
- May frustrate treatment - electronic cigarettes are not approved nor incorporated into clinical practice guidelines
- Use among nonsmokers raises concerns about them being at risk for nicotine dependence

# 2013 Mississippi Social Climate Survey

## Laws

The age to buy tobacco should be raised to 21.

Agree = 81.8%

Disagree = 18.2%



# 2013 Mississippi Social Climate Survey

## Laws

Would you favor or oppose a law in MS that would prohibit smoking in most public places, including workplaces, public buildings, offices, restaurants, and bars?

Favor = 82.1%

Oppose = 14.0%

Neither favor nor oppose = 3.9%

# 2013 Mississippi Social Climate Survey

## Restrictions

In residents' apartments and condos: In your opinion, should smoking be allowed...

Yes = 36.3%

No = 63.7%

In indoor common hallways, stairways of apartment or condo buildings: In your opinion, should smoking be allowed...

Yes = 9.2%

No = 90.8%

On private apartments' balconies or patios: In your opinion, should smoking be allowed...

Yes = 56.0%

No = 44.0%

Does your property manager allow smoking in your apartment or condo units?

Yes = 55.7%

No = 44.3%

Does your property manager allow smoking on the property?

Yes = 81.7%

No = 18.3%

# 2013 Mississippi Social Climate Survey

## Taxes

Pipe tobacco, smokeless tobacco, and cigars should be taxed at the same rate as cigarettes.

Agree = 88.3%

Disagree = 11.7%

# 2013 Mississippi Social Climate Survey

## Taxes

How much additional tax on a pack of cigarettes would you be willing to support?

More than 2 dollars per pack = 25.6%

Two dollars per pack = 12.0%

One dollar per pack = 10.2%

50 to 99 cents a pack = 4.8%

Less than 50 cents a pack = 4.4%

No tax increase = 42.9%

# 2014 Mississippi Student Tobacco Survey

- Participating Universities
  - Mississippi State University
  - University of Mississippi
  - University of Southern Mississippi

# 2014 Mississippi Student Tobacco Survey

## Mississippi State University

Current smoker	23.9%
Ever tried hookah or water pipe	43.9%
Current hookah	12.7%
Ever tried snus	21.1%
Current snus	3.3%
Ever tried e-cigarette	34.6%
Current vaper	9.6%
Witnessed an indoor smoking violation	9.0%
Has not been exposed in an indoor public place in the past 7 days	66.5%
No smoking is allowed in their home	88.5%
Has not been exposed in a vehicle in the past 7 days	69.9%
Has not been exposed in a room in the past 7 days	59.0%
No Friends out of 4 closest friends that smoke	44.4%

# 2014 Mississippi Student Tobacco Survey

## University of Southern Mississippi

Current smoker	24.6%
Ever tried hookah or water pipe	37.4%
Current hookah	9.2%
Ever tried snus	13.5%
Current snus	1.4%
Ever tried e-cigarette	33.3%
Current vaper	11.5%
Witnessed an indoor smoking violation	14.8%
Has not been exposed in an indoor public place in the past 7 days	59.1%
No smoking is allowed in their home	85.4%
Has not been exposed in a vehicle in the past 7 days	69.8%
Has not been exposed in a room in the past 7 days	50.6%
No Friends out of 4 closest friends that smoke	43.5%

# 2014 Mississippi Student Tobacco Survey

## University of Mississippi

Current smoker	37.3%
Ever tried hookah or water pipe	51.6%
Current hookah	8.8%
Ever tried snus	23.0%
Current snus	4.4%
Ever tried e-cigarette	40.8%
Current vaper	12.3%
Witnessed an indoor smoking violation	20.1%
Has not been exposed in an indoor public place in the past 7 days	58.1%
No smoking is allowed in their home	83.9%
Has not been exposed in a vehicle in the past 7 days	61.5%
Has not been exposed in a room in the past 7 days	44.1%
No Friends out of 4 closest friends that smoke	40.2%



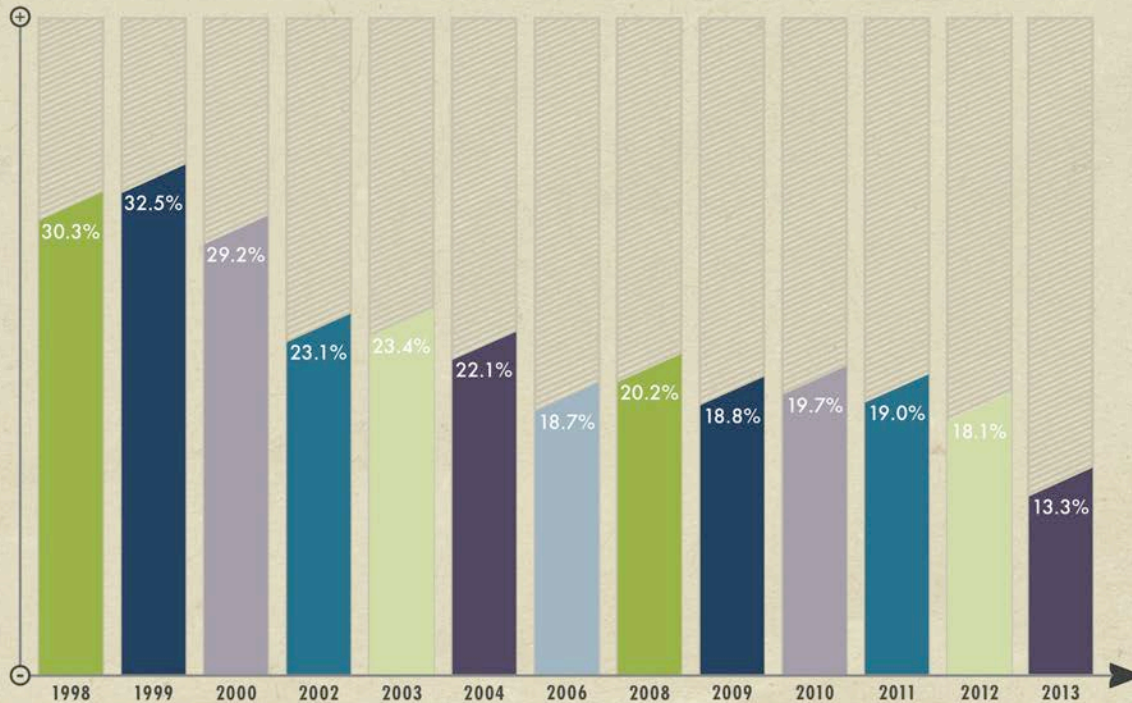
# Youth Tobacco Survey

Where we are now:

- Early current tobacco use decreases have leveled off in recent years (1998-2012)
- Large, but non-significant decreases in current tobacco use in 2013

# current cigarette smoking

## MS PUBLIC HIGH SCHOOLS



\* In 2013, 18,147 Mississippi public high school students were current smokers.

\* The prevalence of current smoking has decreased by 56% since 1998, leading to 23,195 fewer young smokers.

\* In the past year, the prevalence of current smoking has not changed significantly.

The Partnership for a Healthy Mississippi implements its tobacco control programs.

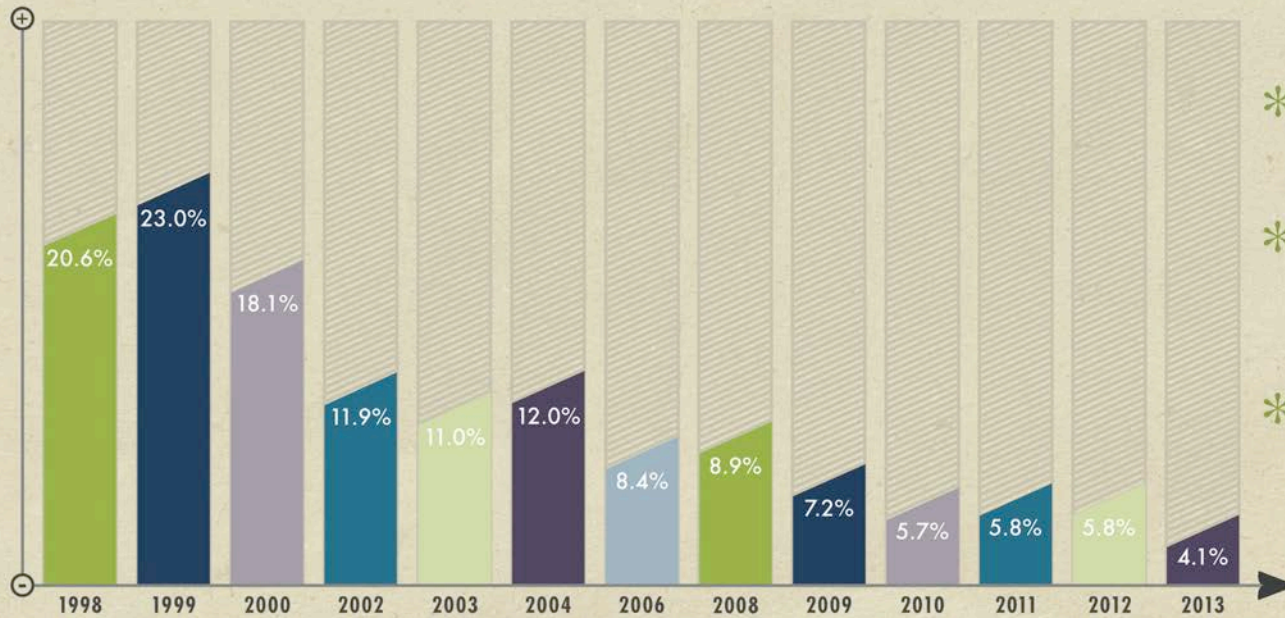
State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

➤ 2013 MISSISSIPPI YOUTH TOBACCO SURVEY

# current cigarette smoking

## MS PUBLIC MIDDLE SCHOOLS



\* In 2013, 4,595 Mississippi public middle school students were current smokers.

\* The prevalence of current smoking has decreased by 80% since 1998, leading to 18,492 fewer young smokers.

\* In the past year, the prevalence of current smoking has not changed significantly.

The Partnership for a Healthy Mississippi implements its tobacco control programs.

State funding for The Partnership for a Healthy Mississippi is directed away from tobacco prevention.

Comprehensive and statewide tobacco education, prevention, and cessation programs are implemented by the Office of Tobacco Control, Mississippi State Department of Health.

► 2013 MISSISSIPPI YOUTH TOBACCO SURVEY

# High School Ever Use

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
Cigarettes	51.2%	46.8%	46.7%	39.8%
Cigars	29.1%	28.7%	29.5%	25.0%
SLT	20.2%	19.5%	17.8%	15.8%
Electronic cigarettes	1.9%	5.9%	8.4%	9.7%
Dissolvable tobacco products	1.4%	1.6%	0.9%	1.1%
Snus	8.2%	8.5%	6.3%	5.2%
Hookah or waterpipe	4.1%	4.4%	5.2%	6.2%
Flavored little cigars	12.0%	12.1%	9.2%	9.7%
Clove cigars	2.4%	2.5%	1.4%	2.6%
Flavored cigarettes (crush)	15.2%	15.5%	12.5%	12.8%
Roll your own	10.2%	9.8%	8.7%	8.0%

# Electronic Cigarettes Ever Use

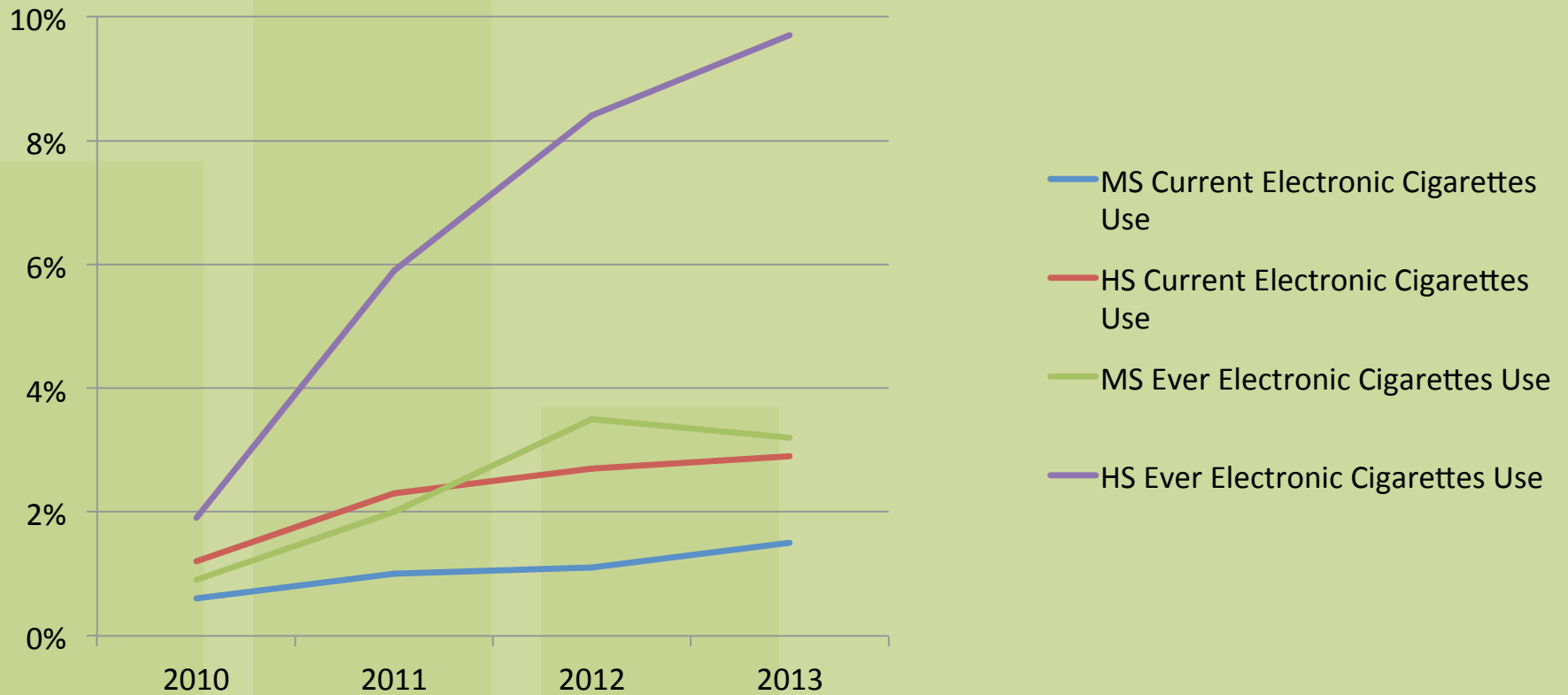
## High School Students

- Mississippi
  - 2011: 5.9%; 2012: 8.4%; 2013: 9.7%
- United States
  - 2011: 4.7%; 2012: 10.0%; 2013: n/a

## Middle School Students

- Mississippi
  - 2011: 2.0%; 2012: 3.5%; 2013: 6.2%
- United States
  - 2011: 1.4%; 2012: 2.7%; 2013: n/a

# Electronic Cigarettes



# Electronic Cigarettes



# Electronic Cigarettes





# Electronic Cigarettes



## Gummy Candy E-Liquid

From: ~~\$15~~ **\$11.95**

If you want an e-liquid that you can vape all day, our Gummy Candy E-Liquid is a top seller for people who like Gummy Candy Flavors.

Nicotine

Level

Category: [E-Liquid](#)

Choose an option...

Choose an option...

High (18mg)

Low (6mg)

Medium (12mg)

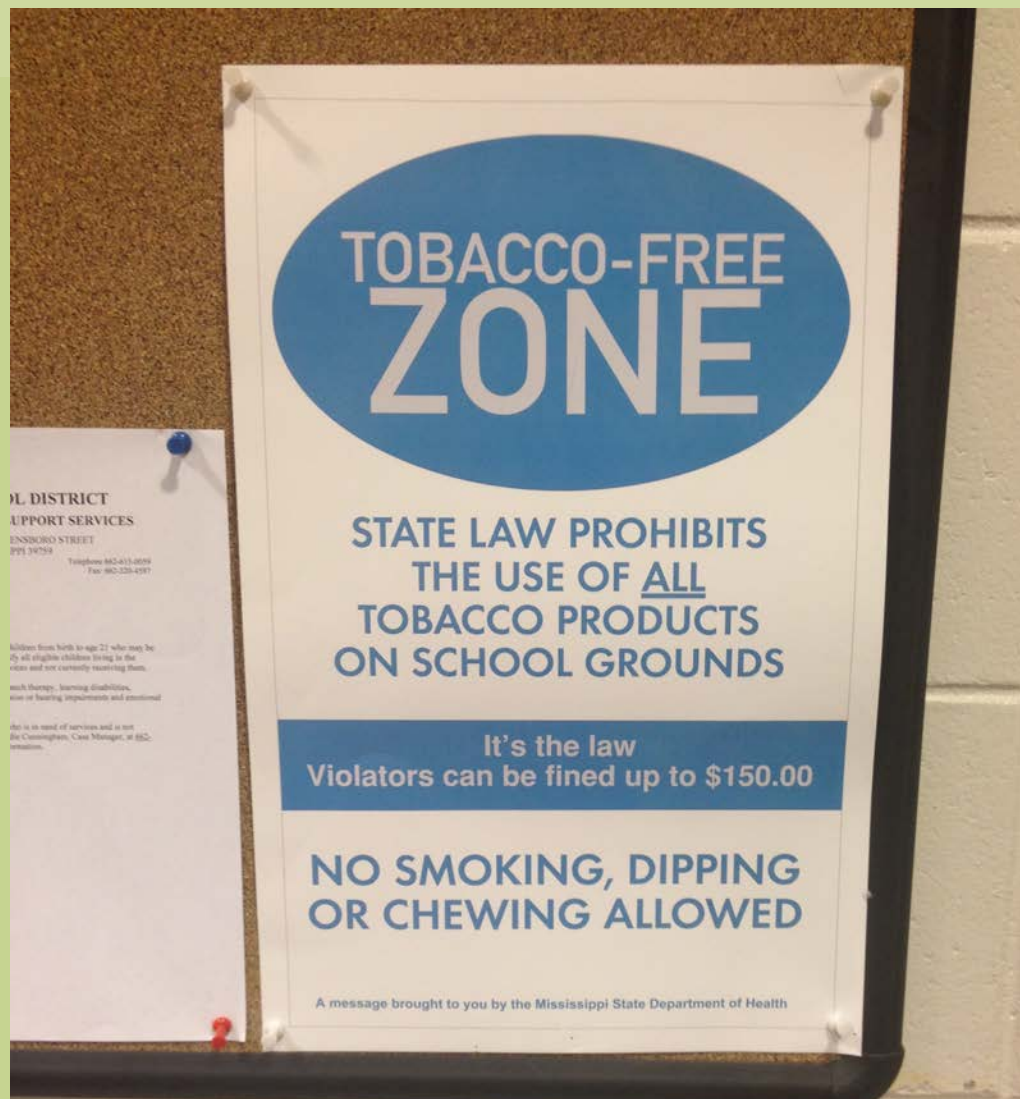
None (0mg)

XTRA Strength (24mg)

# Electronic Cigarettes

<u>Ever Electronic Gigarette Use</u>	<u>2012</u>	<u>2013</u>	<u>Ever Electronic Gigarette Use</u>	<u>2012</u>	<u>2013</u>
Male	9.1%	10.9%	Some ETS Exposure in the past 7 days	9.7%	15.0%
Female	2.8%	8.5%	No ETS Exposure in the past 7 days	1.1%	2.9%
White	11.8%	17.8%	Smoking is Allowed in Home	8.0%	13.7%
Other	6.5%	12.0%	Smoking is Not Allowed in Home	5.2%	8.3%
Black	1.3%	2.2%	1-4 Friends Smoke	12.3%	21.5%
12	8.5%	15.7%	No Friends Smoke	1.8%	3.2%
11	5.5%	8.7%	Believes Smoking Makes People Look Cool	12.5%	17.0%
10	6.2%	9.9%	Does Not Believe Smoking Makes People Look Cool	3.8%	7.6%
9	4.2%	5.6%	Does Not Believe ETS is Very Harmful	11.1%	16.7%
Current Smoker	25.5%	35.9%	Believes ETS is Very Harmful	3.4%	7.4%
Not a Current Smoker	1.5%	5.5%			

# Future Directions



# For More Information

- Visit [mstobacodata.org](http://mstobacodata.org)