

Validation of the Social Climate Survey with Data from the Tobacco Use Supplement

Robert McMillen

SSRC

**Social Science Research Center
Mississippi State University**



Purpose

- To compare national estimates from the Social Climate Survey of Tobacco Control (SCS-TC) and the Tobacco Use Supplement of the Current Population Survey (TUS-CPS)
- In order to determine the viability of the SCS-TC as a planning and evaluation tool

Methods

- Compare sample characteristics of both survey samples
- Compare estimates of smoking prevalence, support for smoking bans, and self reports of smoking bans at home and at work

The Social Climate Survey

- 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, 2002, 2003, & 2004

Social Climate Survey - Tobacco Control

- Previously validated questions drawn from state and national tobacco control surveys
 - Behavioral Risk Factor Surveillance System
 - Tobacco Use Supplement – Current Population Survey
 - California Adult Tobacco Survey
- As well as other questions developed to measure attitudes, practices, and knowledge

An Institutional Approach



Some Results

- More than 75% of social climate indicators have improved from 2000 to 2004
- More private and public places are becoming smoke-free
- More people support smoke-free policies for public places

Social Climate Survey

- Funded by Center for Child Health Research of AAP and the Social Science Research Center at MSU
- Administered by the SSRC
- Conducted in July-Sept of 2001
- N = 3002, cooperation rate = 84.2%
- Provides National & Mississippi Estimates
- RDD design, Computer Assisted Telephone Interviews

Tobacco use Supplement

- Funded by the NCI
- Administered by the US Census Bureau
- June 2001, Nov 2001, & Feb 2002
- N = 234,227
- Provides National & State Estimates
- ~75% telephone interview
- Mostly self-responses

Sample Characteristics

	2001-02 TUS	2001 National SCS-TC	2001 Census Estimates
Region			
Northeast	19.2	19.0	19.3
Midwest	22.8	23.1	22.7
South	35.6	36.2	35.8
West	22.5	21.8	22.2
Gender			
Male	47.9	48.3	49.1
Female	52.1	51.5	50.9
Race			
White	83.0	82.4	82.3
Black	12.0	9.4	11.7
Education			
< 12 years	16.1	6.5	16.9
HS grad	31.2	29.7	32.0
Some college	27.2	27.3	27.2
College grad	25.4	36.5	23.9
Age			
18 – 24	12.9	14.9	13.1
25 – 44	40.1	38.8	39.9
45 – 64	30.9	31.5	30.4
≥ 65	16.1	14.8	16.0

Smoking Status

	SCS-TC	TUS	<i>p</i>
Current Smoker	21.8	20.5	ns
Some Day Smoker	4.0	4.0	ns
Everyday Smoker	17.8	16.5	ns
Former Smoker	29.5	20.6	<.01
Never Smoker	48.8	58.9	<.01

Percent of Adults who Believe that these Public Areas Should be Smoke-Free

	SCS-TC	TUS	<i>p</i>
Restaurants	61.4	57.5	<.01
Hospitals	83.9	86.7	<.01
Bars and Lounges	33.1	33.9	ns
Indoor Sporting Events	80.4	76.8	<.01
Shopping Malls	75.2	76.0	ns

Percent of Adults who Report that Smoking is not Allowed in these Private Places

	SCS-TC	TUS	<i>p</i>
Smoking is not allowed at work	68.5	70.8	ns
Smoking is not allowed at home	74.1	67.2	<.01

Conclusions

- SCS sample characteristics mirror those of the Census and of the TUS
- Both surveys provide similar overall estimates for current smoking and most other measures
- Range of discrepancies

Limitations

- TUS allows for proxy respondents, whereas the SCS-TC uses only self-respondents
- The TUS is mixed-mode
- TUS uses complex sampling methods, whereas the SCS-TC uses RDD techniques

**Social Science Research Center,
Mississippi State University**

www.ssrc.msstate.edu/socialclimate