

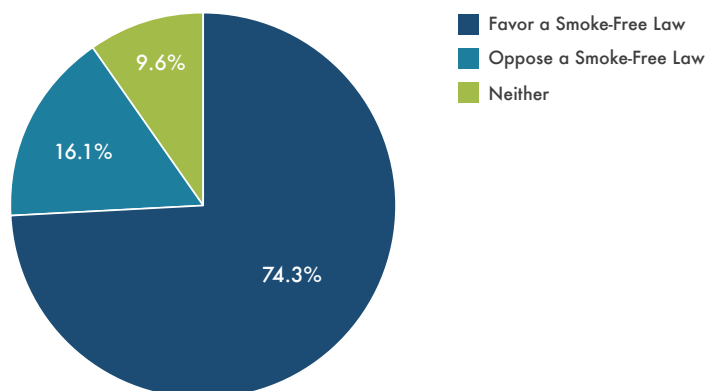
# 2011 Mississippi Social Climate Survey of Tobacco Control

SUPPORT FOR SMOKEFREE AIR | JANUARY 2012

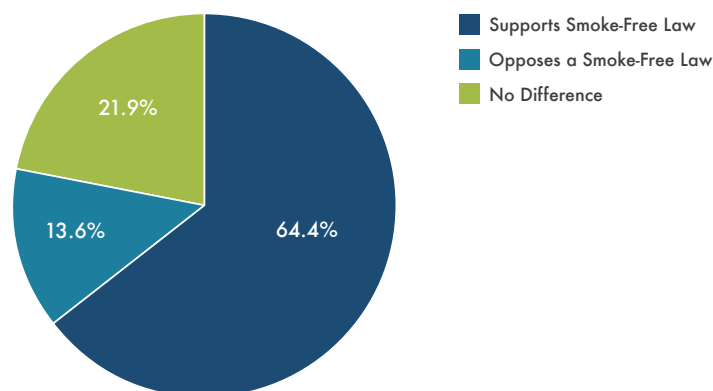
Results from the most recent Social Climate Survey demonstrate *strong support* for smoke-free air in Mississippi.

- More than three-quarters of Mississippi adults (74.3%) favor a state law prohibiting smoking in most indoor places, including workplaces, public buildings, offices, restaurants, & bars.
  - Fewer than one in six Mississippi adults (16.1%) oppose a state law.
  - More than 41.1% of smokers support a state law as opposed to only 38.9% who are opposed.

Would you favor or oppose a law in Mississippi prohibiting smoking in most public places, including workplaces, offices, restaurants, and bars?



If two candidates running for the State Legislature were about the same on all issues except one supports a smoke-free law and one opposes the law, which candidate would you vote for?



- Almost two-thirds of Mississippi adults (64.4%) would vote for a candidate who supports a law that does prohibit smoking in indoor public places, while only 13.6% would vote for a candidate who opposes the law (assuming the two candidates were about the same on all other issues). The remaining 21.9% of adults reported that the candidate's position on this law would make no difference in how they voted.

20  
12

MISSISSIPPI  
Tobacco Data

# BACKGROUND & METHODS

THE SOCIAL CLIMATE SURVEY OF TOBACCO CONTROL

## SURVEY

Although comprehensive tobacco control programs have moved toward logic models that incorporate political and social intermediate objectives such as smoke-free work sites, tobacco control planning and evaluation has been hampered by the lack of timely, comprehensive data about the attitudes and practices of U.S. adults. The Social Climate Survey of Tobacco Control (SCS-TC) was created to fill this void.

## PURPOSE

The Social Climate Survey of Tobacco Control (SCS-TC) was developed as a methodology to objectively measure 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 toward 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.

## METHODS

Random Digit Dialing (RDD) methods have been the most efficient and cost-effective means for administering surveys to a representative sample of adults for several decades. However, data from the National Health Interview Survey highlight the growing problem of wireless substitution of landline telephones for survey researchers. Approximately 30% of the U.S. population lives in a household with only wireless telephone service.

The 2011 Mississippi Social Climate Survey of Tobacco Control reduces noncoverage bias due to wireless substitution by including two sampling frames, an RDD frame of households with a landline telephone and an address-based frame that includes all households that receive deliveries from the US Postal Service. Both sample frames represent the civilian, non-institutionalized adult population over age 18. The overall sample was weighted by race, gender, and age based on the most current U.S. Census estimates.

## FOR MORE INFORMATION CONTACT

**Robert McMillen, Ph.D.**

[ROBERT.MCMILLEN@SSRC.MSSTATE.EDU](mailto:ROBERT.MCMILLEN@SSRC.MSSTATE.EDU)

**Social Science Research Center**

[WWW.SSRC.MSSTATE.EDU](http://WWW.SSRC.MSSTATE.EDU)

**Mississippi State University**

[WWW.MSSTATE.EDU](http://WWW.MSSTATE.EDU)

**One Research Park, Suite 103**

**P: 662.325.7127**

**Starkville, MS 39759**

**F: 662.325.7966**

**For more information visit**

[MSTOBACCODATA.ORG](http://MSTOBACCODATA.ORG)

