

# Mexico - National 2011 (Ages 13-15) Global Youth Tobacco Survey (GYTS) FACT SHEET . . . . .



The Mexico-National GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, exposure to secondhand smoke (SHS), cessation, media and advertising, and school curriculum. These determinants are components Mexico-National could include in a comprehensive tobacco control program.

The Mexico-National GYTS was a school-based survey of students in 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> of Secondary and 1<sup>st</sup> of High School conducted in 2011.

A two-stage cluster sample design was used to produce representative data for Mexico-National. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. A total of 2,772 students participated in the Mexico-National GYTS of which 1,825 were ages 13 to 15 years. The overall response rate of all students surveyed was 77.1%.

## Prevalence

- 42.8% of students had ever smoked cigarettes (Boys = 43.2%, Girls = 42.0%)
- 19.8% currently use any tobacco product (Boys = 21.6%, Girls = 17.7%)
- 14.6% currently smoke cigarettes (Boys = 15.8%, Girls = 12.9%)
- 9.6% currently use other tobacco products (Boys = 12.3%, Girls = 7.1%)
- 27.5% of never smokers are likely to initiate smoking next year

## Knowledge and Attitudes

- 29.0% think boys and 17.9% think girls who smoke have more friends
- 16.4% think boys and 12.0% think girls who smoke look more attractive

## Access and Availability - Current Smokers

- 7.9% usually smoke at home
- 39.3% buy cigarettes in a store
- 65.1% who bought cigarettes in a store were NOT refused purchase because of their age

## Exposure to Secondhand Smoke (SHS)

- 33.3% live in homes where others smoke in their presence
- 44.6% are around others who smoke in places outside their home
- 87.8% think smoking should be banned from public places
- 76.9% think smoke from others is harmful to them
- 32.1% have one or more parents who smoke
- 15.9% have most or all friends who smoke

## Cessation - Current Smokers

- 45.0% want to stop smoking
- 59.6% tried to stop smoking during the past year
- 76.1% have ever received help to stop smoking

## Media and Advertising

- 86.5% saw anti-smoking media messages, in the past 30 days
- 74.8% saw pro-cigarette ads on billboards, in the past 30 days
- 65.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 14.0% have an object with a cigarette brand logo
- 10.9% were offered free cigarettes by a tobacco company representative

## School

- 75.5% had been taught in class, during the past year, about the dangers of smoking
- 43.0% had discussed in class, during the past year, reasons why people their age smoke
- 70.7% had been taught in class, during the past year, the effects of tobacco use

## Highlights

- 19.8% of students currently use any form of tobacco; 14.6% currently smoke cigarettes and 9.6% currently use some other form of tobacco
- SHS exposure – One-third of the students live in homes where others smoke, and 44.6% of the students are exposed to smoke around others outside of the home; almost one-third of the students have at least one parent who smokes
- Over three-quarters of the students think smoke from others is harmful to them
- Almost nine in ten students think smoking in public places should be banned
- 45.0% of the current smokers want to stop smoking
- 14.0% of students have an object with a cigarette brand logo on it
- 86.5% of students saw anti-smoking media messages in the past 30 days; three-quarters saw pro-cigarette ads on billboards in the past 30 day, and two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days