

GYTS Objectives

The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global standard for systematically monitoring youth tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GYTS is a cross-sectional, nationally representative school-based survey of students in grades associated with ages 13 to 15 years. GYTS uses a standard core questionnaire, sample design, and data collection protocol. It assists countries in fulfilling their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a technical package of selected demand reduction measures contained in the WHO FCTC:



- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

GYTS Methodology

GYTS uses a global standardized methodology that includes a two-stage sample design with schools selected with a probability proportional to enrollment size. The classes within selected schools are chosen randomly and all students in selected classes are eligible to participate in the survey. The survey uses a standard core questionnaire with a set of optional questions that countries can adapt to measure and track key tobacco control indicators. The questionnaire covers the following topics: tobacco use (smoking and smokeless), cessation, secondhand smoke (SHS), pro- and anti-tobacco media and advertising, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. The questionnaire is self-administered; using scannable paper-based bubble sheets, it is anonymous to ensure confidentiality.

In Bulgaria, GYTS was conducted in 2015 by the National Center of Public Health and Analyses. The overall response rate was 86.0%. A total of 4,042 eligible students in grades 7 - 9 completed the survey, of which 3,532 were aged 13-15 years. Data are reported for students aged 13-15 years.

GYTS Highlights

TOBACCO USE

- 28.8% of students, 27.4% of boys, and 30.1% of girls currently used any tobacco products.
- 27.4% of students, 25.7% of boys, and 29.0% of girls currently smoked tobacco.
- 20.4% of students, 17.2% of boys, and 23.7% of girls currently smoked cigarettes.
- 2.6% of students, 3.4% of boys, and 1.5% of girls currently used smokeless tobacco.

ELECTRONIC CIGARETTES

- 10.8% of students, 12.2% of boys, and 9.2% of girls currently used electronic cigarettes.

CESSATION

- More than 6 in 10 current smokers tried to stop smoking in the past 12 months.
- Almost 5 in 10 current smokers wanted to stop smoking now.

SECONDHAND SMOKE

- 50.8% of students were exposed to tobacco smoke at home.
- 50.6% of students were exposed to tobacco smoke inside enclosed public places.

ACCESS & AVAILABILITY

- 70.1% of current cigarette smokers who bought cigarettes from a store, shop, or street vendor.
- Among current cigarette smokers who tried to buy cigarettes, 68.5% were not prevented from buying them because of their age.

MEDIA

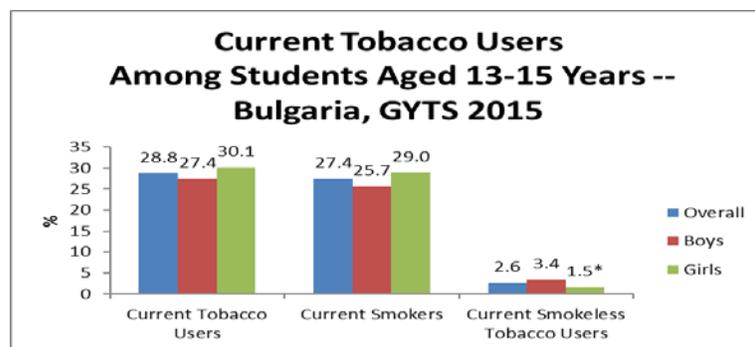
- 5 in 10 students noticed anti-tobacco messages in the media.
- More than 6 in 10 students noticed tobacco advertisements or promotions when visiting points of sale.
- Almost 3 in 10 students had something with a tobacco brand logo on it.

KNOWLEDGE & ATTITUDES

- 57.1% of students definitely thought other people's tobacco smoking is harmful to them.
- 76.2% of students favored prohibiting smoking inside enclosed public places.

TOBACCO USE

SMOKED TOBACCO	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco smokers ¹	27.4	25.7	29.0
Current cigarette smokers ²	20.4	17.2	23.7*
Frequent cigarette smokers ³	10.9	10.5	11.5
Current smokers of other tobacco ⁴	13.3	14.4	12.0
Ever tobacco smokers ⁵	55.5	52.6	58.6*
Ever cigarette smokers ⁶	48.9	45.8	52.2*
Ever smokers of other tobacco ⁷	34.0	33.1	34.8
SMOKELESS TOBACCO			
Current smokeless tobacco users ⁸	2.6	3.4	1.5*
Ever smokeless tobacco users ⁹	5.2	6.5	3.5*
ANY TOBACCO USE (smoked and/or smokeless)			
Current tobacco users ¹⁰	28.8	27.4	30.1
Ever tobacco users ¹¹	56.7	54.1	59.5
SUSCEPTIBILITY			
Never tobacco users susceptible to tobacco use in the future ¹²	20.2	17.3	23.7*
Never smokers who thought they might enjoy smoking a cigarette ¹³	10.1	10.1	10.3



ELECTRONIC CIGARETTES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current electronic cigarette users ¹⁴	10.8	12.2	9.2*

CESSATION

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current smokers who tried to stop smoking in the past 12 months	61.9	56.3	66.1*
Current smokers who wanted to stop smoking now	48.1	45.5	50.1
Current smokers who thought they would be able to stop smoking if they wanted to	79.8	75.0	83.6
Current smokers who have ever received help/advice from a program or professional to stop smoking	12.0	11.2	12.6

SECONDHAND SMOKE

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home ¹⁵	50.8	46.7	55.4*
Exposure to tobacco smoke inside any enclosed public place ¹⁵	50.6	45.2	56.6*
Exposure to tobacco smoke at any outdoor public place ¹⁵	63.1	56.3	70.4*
Students who saw anyone smoking inside the school building or outside on school property ¹⁶	80.5	78.6	82.7

ACCESS & AVAILABILITY

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who bought cigarettes from a store, shop, or street vendor ¹⁷	70.1	73.3	67.9
Current cigarette smokers who were not prevented from buying cigarettes because of their age ¹⁸	68.5	71.9	65.9
Current cigarette smokers who bought cigarettes as individual sticks ¹⁹	26.2	26.8	25.1

MEDIA

TOBACCO ADVERTISING	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who noticed tobacco advertisements or promotions at points of sale ²⁰	63.2	64.8	61.7
Students who saw anyone using tobacco on television, videos, or movies ²¹	83.6	85.3	81.9
Students who were ever offered a free tobacco product from a tobacco company representative	10.8	13.2	8.0*
Students who had something with a tobacco brand logo on it	25.6	27.3	23.6*
ANTI-TOBACCO ADVERTISING			
Students who noticed anti-tobacco messages in the media ¹⁶	50.0	49.2	50.8
Students who noticed anti-tobacco messages at sporting or community events ²²	34.9	38.0	31.6
Current smokers who thought about quitting because of a warning label ²³	32.8	32.6	33.0
Students who were taught in school about the dangers of tobacco use in the past 12 months	53.1	50.7	55.6

KNOWLEDGE & ATTITUDES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	24.1	22.6	25.8
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	29.9	34.4	24.9*
Students who definitely thought other people's tobacco smoking is harmful to them	57.1	57.8	56.5
Students who favored prohibiting smoking inside enclosed public places	76.2	75.5	77.0
Students who favored prohibiting smoking at outdoor public places	55.5	60.1	50.5*

¹ Smoked cigarettes or other type of tobacco anytime during the past 30 days. ² Smoked cigarettes anytime during the past 30 days. ³ Smoked cigarettes on 20 or more days of the past 30 days. ⁴ Smoked tobacco other than cigarettes anytime during the past 30 days. ⁵ Ever smoked cigarettes or other type of tobacco, even one or two puffs. ⁶ Ever smoked cigarettes, even one or two puffs. ⁷ Ever smoked tobacco other than cigarettes, even one or two puffs. ⁸ Used smokeless tobacco anytime during the past 30 days. ⁹ Ever used smokeless tobacco. ¹⁰ Smoked cigarettes, smoked other type of tobacco, and/or used smokeless tobacco anytime during the past 30 days. ¹¹ Ever smoked tobacco and/or used smokeless tobacco. ¹² Susceptible to future tobacco use includes those who answered "definitely yes", "probably yes", or "probably not" to using tobacco if one of their best friends offered it to them, or "definitely yes", "probably yes", or "probably not" to using tobacco during the next 12 months. ¹³ Those who answered "Agree" or "Strongly Agree" to the statement: "I think I might enjoy smoking a cigarette". ¹⁴ Used electronic cigarettes anytime during the past 30 days. Current use of electronic cigarettes is assessed separately from cigarettes, other smoked tobacco products, and smokeless tobacco products and is not included in the current definition of current any tobacco use. ¹⁵ During the past 7 days. ¹⁶ During the past 30 days. ¹⁷ Outlet from which current cigarette smokers bought cigarettes the last time they smoked cigarettes in the past 30 days. ¹⁸ Among those who tried to buy cigarettes during the past 30 days. ¹⁹ Based on the last purchase, among those who bought cigarettes during the past 30 days. ²⁰ Among those who visited a point of sale in the past 30 days. ²¹ Among those who watched television, videos, or movies in the past 30 days. ²² Among those who attended sporting or community events in the past 30 days. ²³ Among those who noticed warning labels on cigarette packages in the past 30 days.

NOTE: Data have been weighted to be nationally representative of all students aged 13-15 years who are enrolled in school. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

*Gender comparisons are significant at $p < 0.05$.