



Global Adult Tobacco Survey (GATS) Fact Sheet: Mexico 2009

GATS Objectives

The Global Adult Tobacco Survey (GATS) is the global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Mexico. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. The WHO has developed MPOWER, a technical assistance package of six evidence-based policies that include:



- M**onitor tobacco use and prevention policies
- P**rotect people from tobacco smoke
- O**ffer help to quit tobacco use
- W**arn about the dangers of tobacco
- E**nforce bans on tobacco advertising, promotion, and sponsorship
- R**aise taxes on tobacco.

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, second-hand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In the Mexico, GATS was conducted in 2009 as a household survey of persons 15 years of age and older by Instituto Nacional de Salud Pública (INSP). A multi-stage, geographically clustered sample design was used to produce nationally representative data. One individual was randomly chosen from each selected household to participate in the survey. Survey information was collected using handheld devices. The household response rate was 89.6%, the person response rate was 92.1% and the overall response rate was 82.5%. There were a total of 13 627 completed interviews.

GATS Highlights

Tobacco Use

- 15.9% (10.9 million adults) currently smoke
Men 24.8% (8.1 million), Women 7.8% (2.8 million)
- 7.6% currently smoke daily (Men 11.8%, Women 3.7%)
- Daily smokers on average consume 9 cigarettes per day (men 10 cig/day and women 8 cig/day)

Cessation

- 32.0% of ever daily smokers quit during the past year
- 10.9% of those who smoked in the past 12 months successfully quit
- 72.1% of current smokers are interested in quitting smoking

Second-hand Smoke

- 19.7% (3.8 million adult workers) were exposed to tobacco smoke in enclosed areas at their workplace in the past month.
- 17.3% were exposed to smoke at home in the past month.

Media

- 50.6% adults noticed any advertisements for cigarettes[†]
- 6.2% adults noticed any cigarette advertisements for sports sponsorships[†]
- 17.5% adults noticed any type of cigarette promotions[†]
- 84.5% of the smokers noticed health warnings on cigarette packages and 32.7% of current smokers thought about quitting because of warning labels.

Knowledge, Attitudes & Perceptions

- 98.1% of adults believe smoking causes serious illness.

	Overall (%)	Men (%)	Women (%)		Overall (%)	Current smokers (%)	Non-smokers (%)
Tobacco Use				Media			
Tobacco smokers				Adults who noticed any advertisements for cigarettes ¹			
Current tobacco smokers	15.9	24.8	7.8		50.6	59.5	48.9
Daily tobacco smokers	7.6	11.8	3.7	Adults who noticed any advertisements or signs promoting cigarettes in stores ¹			
Occasional tobacco smokers	8.4	13.0	4.1		36.5	44.4	35.1
Current manufactured cigarette smokers	15.6	24.5	7.5	Adults who noticed any cigarette advertisements for sports sponsorships ¹			
Average number of cigarettes consumed daily among daily cigarette smokers	9.4	9.7	8.4		6.2	9.4	5.5
Smokeless tobacco users				Adults who noticed any type of cigarette promotions ¹			
Current smokeless tobacco users	0.3	0.3	0.3		17.5	25.4	16.1
Never tobacco smokers				Adults who noticed any cigarette promotions on clothing or other items ¹			
Never tobacco smokers	69.4	54.1	83.4		11.0	14.5	10.4
Cessation				Counter advertising			
Former daily tobacco smokers (among ever daily smokers) ¹				<ul style="list-style-type: none"> Adults who noticed anti-cigarette smoking information on any media¹ 			
	32.0	31.6	33.1		87.0	90.2	86.4
Smokers who made a quit attempt in the past 12 months among those who smoked in the past 12 months				<ul style="list-style-type: none"> Adults who noticed anti-cigarette smoking information on TV¹ 			
	49.9	47.2	57.4		80.3	82.8	79.9
Smokers who quit in the past 12 months among those who smoked in the past 12 months				<ul style="list-style-type: none"> Adults who noticed anti-cigarette smoking information on radio¹ 			
	10.9	9.6	14.7		45.5	47.9	45.0
Current smokers who are interested in quitting				<ul style="list-style-type: none"> Adults who noticed anti-cigarette smoking information on newspapers and magazines¹ 			
	72.1	71.1	75.2		44.9	51.6	43.7
Smokers advised to quit by a health care provider among those who smoked in the past 12 months ²				Health warnings			
	26.7	27.8	24.6	Current smokers who noticed warning labels on cigarette packages ¹			
Second-hand Smoke					84.5	83.5	87.6
Adults exposed to tobacco smoke at the workplace in the past month ³				Current smokers who thought about quitting because of noticing warning labels on cigarette packages ¹			
	19.7	23.3	13.9		32.7	31.1	37.3
Adults exposed to tobacco smoke at the workplace where smoking is disallowed in any closed area				Knowledge, Attitudes and Perceptions			
	10.9	12.4	8.7	Adults believe smoking causes serious illness			
Exposed to SHS in Health Care Facilities					98.1	98.5	98.1
	4.3	5.2	3.7	Adults who believe smoking causes lung cancer			
Exposed to SHS in Government buildings/offices					97.7	97.9	97.7
	17.0	17.7	16.0	Adults who believe smoking causes heart attack			
Exposed to SHS in Public Transportation					80.5	83.7	79.9
	24.2	25.4	23.1	Adults who believe smoking causes stroke			
Someone smoked inside the home in the past month					61.1	59.4	61.4
	17.3	17.2	17.4	Adults who believe that cigarettes are addictive			
Economics					92.5	90.7	92.8
Last purchased in a store				Adults who believe that breathing other people's smoke causes serious illness			
	76.5	79.3	68.1		95.6	95.4	95.7
Average monthly expenditure for cigarettes (Pesos) among daily cigarette smokers				Adults who believe that smokeless tobacco causes serious illness			
	456.8	486.0	371.1		67.5	56.5	69.6

¹ Current non-smokers.

² Among current and former smokers who have been abstinent for less than 12 months, who visited a health care provider in past 12 months.

³ Among those who work outside of the home who usually work indoors or both indoors and outdoors.

¹ During the past 30 days.

NOTE: Current use refers to daily and less than daily use. Adults refers to persons age 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women age 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

In Mexico, GATS was coordinated by the National Committee composed by the Health Secretariat, CONADIC, National Tobacco Program, COFEPRIS, CENAVECE, National Institute of Psychiatry and National Institute of Respiratory Diseases. The Implementing Agency was the National Institute of Public Health (INSP). This survey had the support of the country office of the Pan American Health Organization (PAHO-Mexico.)

Financial support was provided by the Bloomberg Initiative to Reduce Tobacco Use, a program of Bloomberg Philanthropies. Technical assistance was provided by the Centers for Disease Control and Prevention (CDC), the Pan American Health Organization/ World Health Organization (PAHO/WHO), the Johns Hopkins Bloomberg School of Public Health, and RTI International. Program support was provided by the CDC Foundation.

