

## 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 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 advertising and promotion, access to and availability of tobacco products, and knowledge and attitudes regarding tobacco use. GYTS is an anonymous and voluntary survey. The survey questionnaire is self-administered on a secure web-based platform, and students access it using an electronic device (e.g., laptop, tablet, or mobile phone).

In Bulgaria, GYTS was conducted in 2023 by National Center of Public Health and Analyses. The overall response rate was 79.5%. A total of 4,074 eligible students in grade 7-9 completed the survey, of which 3,378 were aged 13-15 years. Data are reported for students aged 13-15 years.

## GYTS Highlights

### TOBACCO USE

- 26.6% of students, 20.4% of boys, and 33.0% of girls currently used any tobacco products (includes heated tobacco products).
- 23.6% of students, 18.5% of boys, and 28.9% of girls currently smoked tobacco.
- 19.8% of students, 14.5% of boys, and 25.2% of girls currently smoked cigarettes.
- 20.5% of students, 14.2% of boys, and 26.2% of girls currently used heated tobacco products.
- 2.9% of students, 3.2% of boys, and 2.5% of girls currently used smokeless tobacco.

### ELECTRONIC CIGARETTES

- 23.3% of students, 19.3% of boys, and 27.2% of girls currently used electronic cigarettes.

### ORAL NICOTINE PRODUCTS

- 10.7% of students, 12.0% of boys, and 9.6% of girls currently used nicotine pouches.

### CESSATION

- Almost 6 in 10 (56.9%) students who currently smoked tobacco tried to stop smoking in the past 12 months.
- More than 4 in 10 (40.6%) students who currently smoked tobacco wanted to stop smoking now.

### SECONDHAND SMOKE

- 54.7% of students were exposed to tobacco smoke at home.
- 62.7% of students were exposed to tobacco smoke inside enclosed public places.

### ACCESS & AVAILABILITY

- 46.2% of students who currently smoked cigarettes bought cigarettes from a store, supermarket, pub, restaurant, pavilion, or kiosk.
- Among students who currently smoked cigarettes who tried to buy cigarettes, 63.7% were not prevented from buying them because of their age.

### ADVERTISING & PROMOTION

- More than 3 in 10 (32.3%) students noticed anti-tobacco messages in the media.
- Almost 6 in 10 (57.1%) students noticed tobacco advertisements or promotions when visiting points of sale.
- More than 1 in 10 (11.7%) students had something with a tobacco brand logo on it.

### KNOWLEDGE & ATTITUDES

- 34.9% of students definitely thought other people's tobacco smoking is harmful to them.
- 78.7% of students favored prohibiting smoking inside enclosed public places.

## TOBACCO USE

ANY TOBACCO USE <i>(smoked, heated, and/or smokeless)</i>	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco users <sup>1</sup>	26.6	20.4	33.0*
Ever tobacco users <sup>2</sup>	47.1	41.3	53.0*

## SMOKED TOBACCO

Current tobacco smokers <sup>3</sup>	23.6	18.5	28.9*
Current cigarette smokers <sup>4</sup>	19.8	14.5	25.2*
Frequent cigarette smokers <sup>5</sup>	11.5	8.1	15.0*
Current smokers of other tobacco <sup>6</sup>	13.6	12.7	14.6
Ever tobacco smokers <sup>7</sup>	44.7	39.1	50.5*
Ever cigarette smokers <sup>8</sup>	39.0	32.8	45.4*
Ever smokers of other tobacco <sup>9</sup>	28.9	27.2	30.7

## HEATED TOBACCO

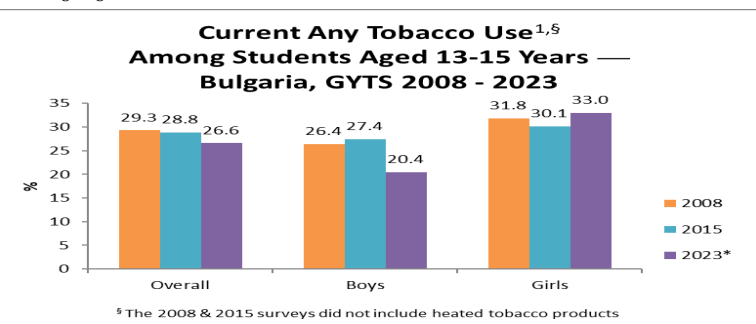
Current users of heated tobacco products <sup>10</sup>	20.5	14.2	26.2
Ever users of heated tobacco products <sup>11</sup>	33.3	27.4	38.7

## SMOKELESS TOBACCO

Current smokeless tobacco users <sup>12</sup>	2.9	3.2	2.5
Ever smokeless tobacco users <sup>13</sup>	5.9	6.4	5.4

## SUSCEPTIBILITY

Never tobacco users susceptible to tobacco use in the future <sup>14</sup>	38.8	31.1	48.6*
Never tobacco smokers who thought they might enjoy smoking a cigarette <sup>15</sup>	7.3	6.9	7.7



## ELECTRONIC CIGARETTES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current electronic cigarette users <sup>16</sup>	23.3	19.3	27.2*
Ever electronic cigarette users <sup>17</sup>	48.3	44.1	52.5

## ORAL NICOTINE PRODUCTS

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current nicotine pouch users <sup>18</sup>	10.7	12.0	9.6
Ever nicotine pouch users <sup>19</sup>	21.2	22.6	19.8

## CESSATION

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current tobacco smokers who tried to stop smoking in the past 12 months	56.9	52.2	60.0
Current tobacco smokers who wanted to stop smoking now	40.6	45.8	37.2
Current tobacco smokers who thought they would be able to stop smoking if they wanted to	82.6	79.0	85.0
Current tobacco smokers who have ever received help/advice from a program or professional to stop smoking	11.0	12.4	10.1

## SECONDHAND SMOKE

	OVERALL (%)	BOYS (%)	GIRLS (%)
Exposure to tobacco smoke at home <sup>20</sup>	54.7	50.8	58.8*
Exposure to tobacco smoke inside any enclosed public place <sup>20</sup>	62.7	56.7	68.8*
Exposure to tobacco smoke at any outdoor public place <sup>20</sup>	74.8	69.0	80.7*
Students who saw anyone smoking inside the school building or outside on school property <sup>21</sup>	53.2	55.1	51.2

## ACCESS &amp; AVAILABILITY

	OVERALL (%)	BOYS (%)	GIRLS (%)
Current cigarette smokers who bought cigarettes from a store, supermarket, pub, restaurant, pavilion, or kiosk <sup>22</sup>	46.2	45.0	47.1
Current cigarette smokers who were not prevented from buying cigarettes because of their age <sup>23</sup>	63.7	64.5	63.2
Current cigarette smokers who bought cigarettes as individual sticks <sup>24</sup>	9.9	15.9	6.5*

## ADVERTISING &amp; PROMOTION

TOBACCO ADVERTISING & PROMOTION	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who noticed tobacco advertisements or promotions at points of sale <sup>25</sup>	57.1	56.8	57.4
Students who saw anyone using tobacco on television, videos, or movies <sup>26</sup>	73.2	70.9	75.4
Students who were ever offered a free tobacco product from a tobacco company representative	7.9	8.0	7.9
Students who had something with a tobacco brand logo on it	11.7	12.9	10.6*
<b>ANTI-TOBACCO ADVERTISING &amp; PROMOTION</b>			
Students who noticed anti-tobacco messages in the media <sup>21</sup>	32.3	33.2	31.4
Students who noticed anti-tobacco messages at sporting or community events <sup>27</sup>	24.2	26.0	22.1
Current tobacco smokers who thought about quitting because of a warning label <sup>28</sup>	25.4	33.6	20.7*
Students who were taught in school about the dangers of tobacco use in the past 12 months	49.2	48.1	50.2

## KNOWLEDGE &amp; ATTITUDES

	OVERALL (%)	BOYS (%)	GIRLS (%)
Students who definitely thought it is difficult to quit once someone starts smoking tobacco	18.5	19.2	17.8
Students who thought smoking tobacco helps people feel more comfortable at celebrations, parties, and social gatherings	31.9	30.5	33.2
Students who definitely thought other people's tobacco smoking is harmful to them	34.9	41.0	28.8*
Students who favored prohibiting smoking inside enclosed public places	78.7	78.9	78.5
Students who favored prohibiting smoking at outdoor public places	44.7	50.3	39.0*

<sup>1</sup> Smoked cigarettes, smoked other type of tobacco, and/or used smokeless tobacco anytime during the past 30 days. <sup>2</sup> Ever smoked tobacco and/or used smokeless tobacco. <sup>3</sup> Smoked cigarettes or other type of tobacco anytime during the past 30 days. <sup>4</sup> Smoked cigarettes anytime during the past 30 days. <sup>5</sup> Smoked cigarettes on 20 or more days of the past 30 days. <sup>6</sup> Smoked tobacco other than cigarettes anytime during the past 30 days. <sup>7</sup> Ever smoked cigarettes or other type of tobacco, even one or two puffs. <sup>8</sup> Ever smoked cigarettes, even one or two puffs. <sup>9</sup> Ever smoked tobacco other than cigarettes, even one or two puffs. <sup>10</sup> Used heated tobacco products anytime during the past 30 days. <sup>11</sup> Ever used heated tobacco products. <sup>12</sup> Used smokeless tobacco anytime during the past 30 days. <sup>13</sup> Ever used smokeless tobacco. <sup>14</sup> 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. <sup>15</sup> Those who answered "Agree" or "Strongly Agree" to the statement: "I think I might enjoy smoking a cigarette". <sup>16</sup> Used electronic cigarettes anytime during the past 30 days. Current use of electronic cigarettes is assessed separately from cigarettes, other smoked tobacco products, smokeless tobacco products, and heated tobacco products and is not included in the current definition of current any tobacco use. <sup>17</sup> Ever used electronic cigarettes in their entire life. <sup>18</sup> Used nicotine pouches anytime during the past 30 days. <sup>19</sup> Ever used nicotine pouches in their entire life. <sup>20</sup> During the past 7 days. <sup>21</sup> During the past 30 days. <sup>22</sup> Outlet from which current cigarette smokers bought cigarettes the last time they smoked cigarettes in the past 30 days. <sup>23</sup> Among those who tried to buy cigarettes during the past 30 days. <sup>24</sup> Based on the last purchase, among those who bought cigarettes during the past 30 days. <sup>25</sup> Among those who visited a point of sale in the past 30 days. <sup>26</sup> Among those who watched television, videos, or movies in the past 30 days. <sup>27</sup> Among those who attended sporting or community events in the past 30 days. <sup>28</sup> Among those who noticed warning labels on cigarette packages in the past 30 days.

**NOTE:** Data are 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.

--Estimates based on unweighted cases less than 35 are not presented.

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