

# Mexico - Queretaro (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Mexico-Queretaro 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-Queretaro could include in a comprehensive tobacco control program.

The Mexico-Queretaro 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 2008.

A two-stage cluster sample design was used to produce representative data for Mexico-Queretaro. 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. The school response rate was 96.2%, the class response rate was 100.0%, the student response rate was 89.7%, and the overall response rate was 86.2%. A total of 1,488 students aged 13-15 participated in the Mexico-Queretaro GYTS.

#### Prevalence

53.5% of students had ever smoked cigarettes (Boys = 56.7%, Girls = 50.1%)  
 23.1% currently use any tobacco product (Boys = 26.1%, Girls = 20.0%)  
 18.6% currently smoke cigarettes (Boys = 21.4%, Girls = 16.0%)  
 9.5% currently use other tobacco products (Boys = 11.3%, Girls = 7.6%)  
 24.4% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

23.5% think boys and 14.0% think girls who smoke have more friends  
 11.7% think boys and 8.5% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

5.6% usually smoke at home  
 40.7% buy cigarettes in a store  
 52.6% who bought cigarettes in a store were NOT refused purchase because of their age

#### Exposure to Secondhand Smoke (SHS)

33.1% live in homes where others smoke in their presence  
 55.9% are around others who smoke in places outside their home  
 88.0% think smoking should be banned from public places  
 84.9% think smoke from others is harmful to them  
 50.4% have one or more parents who smoke  
 20.7% have most or all friends who smoke

#### Cessation - Current Smokers

50.6% want to stop smoking  
 62.3% tried to stop smoking during the past year  
 60.9% have ever received help to stop smoking

#### Media and Advertising

89.3% saw anti-smoking media messages, in the past 30 days  
 83.9% saw pro-cigarette ads on billboards, in the past 30 days  
 69.4% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 19.4% have an object with a cigarette brand logo  
 5.8% were offered free cigarettes by a tobacco company representative

#### School

73.0% had been taught in class, during the past year, about the dangers of smoking  
 47.1% had discussed in class, during the past year, reasons why people their age smoke  
 63.3% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- Almost one-quarter of students currently use any form of tobacco; 18.6% currently smoke cigarettes and 9.5% of students currently use some other form of tobacco.
- SHS exposure is high – one-third of students live in homes where others smoke, and over half the students are exposed to smoke around others outside of the home; half the students have at least one parent who smokes.
- More than 8 in 10 students think smoke from others is harmful to them.
- Close to 9 in 10 students think smoking in public places should be banned.
- One-half of current smokers want to stop smoking.
- Nearly 1 in 5 students has an object with a cigarette brand logo on it.
- Almost 9 in 10 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads on billboards and nearly 7 in 10 saw pro-tobacco ads in newspapers or magazines in the past 30 days.