

# Ecuador - Quito (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Ecuador-Quito 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 Ecuador-Quito could include in a comprehensive tobacco control program.

The Ecuador-Quito GYTS was a school-based survey of students in 8 vo de basica, 9 no de basica, 10 mo de basica and 1ro de bachillerato conducted in 2007.

A two-stage cluster sample design was used to produce representative data for all Ecuador-Quito. 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 92.0%, the class response rate was 100.0%, the student response rate was 95.1% and the overall response rate was 87.5%. A total of 1,389 students aged 13-15 participated in the Ecuador-Quito GYTS.

#### Prevalence

56.0% of students had ever smoked cigarettes (Boys = 62.6%, Girls = 50.2%)  
 28.6% currently use any tobacco product (Boys = 31.2%, Girls = 26.1%)  
 20.5% currently smoke cigarettes (Boys = 23.2%, Girls = 18.1%)  
 15.3% currently use other tobacco products (Boys = 15.9%, Girls = 14.6%)  
 28.0% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

20.9% think boys and 30.6% think girls who smoke have more friends  
 13.0% think boys and 9.8% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

16.0% usually smoke at home  
 41.4% buy cigarettes in a store  
 58.2% who bought cigarettes in a store were NOT refused purchase because of their age

#### Exposure to Secondhand Smoke (SHS)

28.9% live in homes where others smoke in their presence  
 52.5% are around others who smoke in places outside their home  
 86.9% think smoking should be banned from public places  
 75.5% think smoke from others is harmful to them  
 52.4% have one or more parents who smoke  
 13.0% have most or all friends who smoke

#### Cessation - Current Smokers

59.2% want to stop smoking  
 62.4% tried to stop smoking during the past year  
 75.3% have ever received help to stop smoking

#### Media and Advertising

82.1% saw anti-smoking media messages, in the past 30 days  
 82.3% saw pro-cigarette ads on billboards, in the past 30 days  
 74.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 12.6% have an object with a cigarette brand logo  
 15.8% were offered free cigarettes by a tobacco company representative

#### School

53.1% had been taught in class, during the past year, about the dangers of smoking  
 21.8% had discussed in class, during the past year, reasons why people their age smoke  
 45.2% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- 1 in 5 students currently smokes cigarettes; almost 3 in 10 students use any tobacco products; and 28.0% of never smokers are likely to initiate smoking next year.
- SHS exposure is high – almost 3 in 10 students live in homes where others smoke; over half of the students are exposed to smoke of others outside their home; half have at least one parent who smokes.
- Three-quarters of the students think smoke from others is harmful to them.
- Over 8 in 10 students think smoking in public places should be banned.
- Nearly 3 in 5 current smokers want to stop smoking.
- More than 1 in 10 of the students was offered a free cigarette by a tobacco company representative.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; more than 8 in 10 students saw pro-cigarette ads on billboards and three-quarters of the students saw pro-cigarette ads in newspapers or magazines in the past 30 days.