

# Mexico – Merida 2011 (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



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

The Mexico-Merida 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 2011.

A two-stage cluster sample design was used to produce representative data for Mexico-Merida. 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. A total of 1,495 students participated in the Mexico-Merida GYTS of which 1,051 were ages 13 to 15 years. The overall response rate of all students surveyed was 83.8%.

### Prevalence

- 41.2% of students had ever smoked cigarettes (Boys = 43.9%, Girls = 37.9%)
- 19.7% currently use any tobacco product (Boys = 23.3%, Girls = 16.2%)
- 13.8% currently smoke cigarettes (Boys = 16.0%, Girls = 11.6%)
- 8.4% currently use other tobacco products (Boys = 10.3%, Girls = 6.8%)
- 22.9% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 26.7% think boys and 14.2% think girls who smoke have more friends
- 10.5% think boys and 8.6% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 12.8% usually smoke at home
- 34.9% buy cigarettes in a store
- 70.4% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

- 25.9% live in homes where others smoke in their presence
- 47.0% are around others who smoke in places outside their home
- 89.5% think smoking should be banned from public places
- 81.0% think smoke from others is harmful to them
- 33.0% have one or more parents who smoke
- 11.0% have most or all friends who smoke

### Cessation - Current Smokers

- 52.6% want to stop smoking
- 66.5% tried to stop smoking during the past year
- 72.0% have ever received help to stop smoking

### Media and Advertising

- 83.3% saw anti-smoking media messages, in the past 30 days
- 70.9% saw pro-cigarette ads on billboards, in the past 30 days
- 60.8% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 15.5% have an object with a cigarette brand logo
- 11.9% were offered free cigarettes by a tobacco company representative

### School

- 74.8% had been taught in class, during the past year, about the dangers of smoking
- 45.0% had discussed in class, during the past year, reasons why people their age smoke
- 71.3% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 19.7% of students currently use any form of tobacco; 13.8% currently smoke cigarettes and 8.4% currently use some other form of tobacco
- SHS exposure – One-quarter of the students live in homes where others smoke, and nearly half of the students are exposed to smoke around others outside of the home; one-third of the students have at least one parent who smokes
- Four in five students think smoke from others is harmful to them
- Nine in 10 students think smoking in public places should be banned
- Over half of the current smokers want to stop smoking
- 15.5% of students have an object with a cigarette brand logo on it
- Over eight in 10 students saw anti-smoking media messages in the past 30 days; seven in 10 saw pro-cigarette ads on billboards in the past 30 days, and six in 10 saw pro-cigarette ads in newspapers or magazines in the past 30 days