

# Mexico - Tepic 2011 (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



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

The Mexico-Tepic 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-Tepic. 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 1,672 students participated in the Mexico-Tepic GYTS of which 1,163 were ages 13 to 15 years. The overall response rate of all students surveyed was 85.4%.

### Prevalence

- 38.4% of students had ever smoked cigarettes (Boys = 39.8%, Girls = 36.4%)
- 19.8% currently use any tobacco product (Boys = 19.8%, Girls = 19.6%)
- 13.5% currently smoke cigarettes (Boys = 12.9%, Girls = 13.9%)
- 10.3% currently use other tobacco products (Boys = 11.4%, Girls = 8.8%)
- 28.6% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 31.8% think boys and 17.8% think girls who smoke have more friends
- 15.2% think boys and 9.5% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 6.8% usually smoke at home
- 39.7% buy cigarettes in a store
- 47.9% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

- 29.5% live in homes where others smoke in their presence
- 50.5% are around others who smoke in places outside their home
- 88.9% think smoking should be banned from public places
- 79.7% think smoke from others is harmful to them
- 32.0% have one or more parents who smoke
- 10.3% have most or all friends who smoke

### Cessation - Current Smokers

- 59.5% want to stop smoking
- 63.8% tried to stop smoking during the past year
- 70.2% have ever received help to stop smoking

### Media and Advertising

- 84.9% saw anti-smoking media messages, in the past 30 days
- 72.7% saw pro-cigarette ads on billboards, in the past 30 days
- 64.7% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 17.5% have an object with a cigarette brand logo
- 11.0% were offered free cigarettes by a tobacco company representative

### School

- 73.1% had been taught in class, during the past year, about the dangers of smoking
- 43.0% had discussed in class, during the past year, reasons why people their age smoke
- 70.7% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 19.8% students currently use any form of tobacco; 13.5% currently smoke cigarettes and 10.3% currently use some other form of tobacco
- SHS exposure – Three in 10 students live in homes where others smoke, and half the students are exposed to smoke around others outside of the home; almost 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
- Three in five current smokers want to stop smoking
- 17.5% of students have an object with a cigarette brand logo on it
- 84.9% of students saw anti-smoking media messages in the past 30 days; almost three-quarters saw pro-cigarette ads on billboards in the past 30 days, and nearly two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days