

# Mexico – Cuernavaca (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



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

The Mexico - Cuernavaca GYTS was a school-based survey of students in grades 1, 2 and 3 conducted in 2006.

A two-stage cluster sample design was used to produce representative data for Mexico - Cuernavaca. 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 87.0%, and the overall response rate was 80.1%. A total of 1,549 students aged 13-15 participated in the Mexico - Cuernavaca GYTS.

### Prevalence

55.8% of students had ever smoked cigarettes (Boy = 56.4%, Girl = 53.9%)  
 24.2% currently use any tobacco product (Boy = 25.8%, Girl = 21.6%)  
 21.7% currently smoke cigarettes (Boy = 23.3%, Girl = 19.2%)  
 6.8% currently use other tobacco products (Boy = 7.7%, Girl = 5.5%)  
 27.6% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

22.6% think boys and 13.8% think girls who smoke have more friends  
 12.5% think boys and 9.2% think girls who smoke look more attractive

### Access and Availability - Current Smokers

10.3% usually smoke at home  
 41.0% buy cigarettes in a store  
 58.4% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

40.7% live in homes where others smoke in their presence  
 55.0% are around others who smoke in places outside their home  
 85.2% think smoking should be banned from public places  
 77.4% think smoke from others is harmful to them  
 40.2% have one or more parents who smoke  
 20.5% have most or all friends who smoke

### Cessation - Current Smokers

37.3% want to stop smoking  
 56.5% tried to stop smoking during the past year  
 63.5% have ever received help to stop smoking

### Media and Advertising

83.9% saw anti-smoking media messages, in the past 30 days  
 87.0% saw pro-cigarette ads on billboards, in the past 30 days  
 75.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 18.9% have an object with a cigarette brand logo  
 12.4% were offered free cigarettes by a tobacco company representative

### School

73.8% had been taught in class, during the past year, about the dangers of smoking  
 45.9% had discussed in class, during the past year, reasons why people their age smoke  
 67.6% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 24.2% of students currently use any form of tobacco; 21.7% currently smoke cigarettes; 6.8% currently use some other form of tobacco.
- SHS exposure is high – 2 in 5 students live in homes where others smoke, and over half of the students are exposed to smoke around others outside of the home; 2 in 5 students have at least one parent who smokes.
- Over three-quarters of the students think smoke from others is harmful to them.
- More than 8 in 10 students think smoking in public places should be banned.
- Nearly 4 in 10 current smokers want to stop smoking.
- One in 5 students has an object with a cigarette brand logo on it.
- Over 8 in 10 students saw anti-smoking media messages in the past 30 days; close to 9 in 10 students saw pro-cigarette ads on billboards and three-quarters saw pro-tobacco ads in newspapers or magazines in the past 30 days.