

# Mexico - Tepic (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 grades 1, 2 and 3 conducted in 2005.

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. The school response rate was 100.0%, the class response rate was 100.0%, the student response rate was 91.3%, and the overall response rate was 91.3%. A total of 1,520 students aged 13-15 participated in the Mexico - Tepic GYTS.

#### Prevalence

41.8% of students had ever smoked cigarettes (Boy = 47.4%, Girl = 36.4%)  
 20.9% currently use any tobacco product (Boy = 22.1%, Girl = 19.5%)  
 17.0% currently smoke cigarettes (Boy = 18.3%, Girl = 15.3%)  
 6.7% currently use other tobacco products (Boy = 7.5%, Girl = 5.9%)  
 24.8% of never smokers are likely to initiate smoking next year

#### Knowledge and Attitudes

22.4% think boys and 36.5% think girls who smoke have more friends  
 12.2% think boys and 24.3% think girls who smoke look more attractive

#### Access and Availability - Current Smokers

10.9% usually smoke at home  
 31.9% buy cigarettes in a store  
 54.6% who bought cigarettes in a store were NOT refused purchase because of their age

#### Exposure to Secondhand Smoke (SHS)

32.4% live in homes where others smoke in their presence  
 51.5% are around others who smoke in places outside their home  
 91.8% think smoking should be banned from public places  
 79.8% think smoke from others is harmful to them  
 33.0% have one or more parents who smoke  
 49.1% have most or all friends who smoke

#### Cessation - Current Smokers

59.6% want to stop smoking  
 66.2% tried to stop smoking during the past year  
 65.4% have ever received help to stop smoking

#### Media and Advertising

86.4% saw anti-smoking media messages, in the past 30 days  
 84.9% saw pro-cigarette ads on billboards, in the past 30 days  
 67.2% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 13.6% have an object with a cigarette brand logo  
 7.5% were offered free cigarettes by a tobacco company representative

#### School

67.3% had been taught in class, during the past year, about the dangers of smoking  
 39.0% had discussed in class, during the past year, reasons why people their age smoke  
 60.7% had been taught in class, during the past year, the effects of tobacco use

#### Highlights

- 20.9% of students currently use any form of tobacco; 17.0% currently smoke cigarettes; 6.7% currently use some other form of tobacco.
- SHS exposure is high – almost one-third of the students live in homes where others smoke, and 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.
- Eight in 10 students think smoke from others is harmful to them.
- Over 9 in 10 students think smoking in public places should be banned.
- Six in 10 current smokers want to stop smoking.
- One in 7 students has an object with a cigarette brand logo on it.
- Close to 9 in 10 students saw anti-smoking media messages in the past 30 days; more than 4 in 5 students saw pro-cigarette ads on billboards and over two-thirds saw pro-tobacco ads in newspapers or magazines in the past 30 days.