

**Global Youth Tobacco Survey  
Ecuador  
2024 Fact Sheet**



The Global Youth Tobacco Survey (GYTS), a component of the Global Tobacco Surveillance System (GTSS), is a global survey for monitoring youth tobacco use and tracking key tobacco control indicators. GYTS is a cross-sectional, nationally representative school-based survey of students that uses a standard core questionnaire, sample design, and data collection protocol.

The 2024 Ecuador GYTS was a school-based survey of students in 9<sup>o</sup> – 1<sup>o</sup> (typically attended by students aged 13–15 years). A two-stage cluster sample design was used to produce data representative of all students in 9<sup>o</sup> – 1<sup>o</sup> in Ecuador. At the first stage, 76 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 Ecuador GYTS measured any tobacco use, smoked tobacco, smokeless tobacco, susceptibility, electronic cigarette use, cessation, second-hand smoke, access and availability, tobacco advertising and promotion, anti-tobacco advertising and promotion, and knowledge and attitudes. Students self-reported their responses to each question on a computer scannable answer sheet.

The school response rate was 100%, the student response rate was 88.1%, and the overall response rate was 88.1%. A total of 4790 students participated in the Ecuador GYTS of which 4256 were aged 13–15 years. Weighted prevalence estimates (percentages) and 95% confidence intervals are presented below.

<b>Results for students aged 13–15 years</b>	<b>Total</b>	<b>Boys</b>	<b>Girls</b>
<b>Tobacco use</b>			
<i>Any tobacco use</i>			
Percentage of students who currently use any tobacco products (cigarettes, other smoked tobacco products, smokeless tobacco, heated tobacco products)	13.4 (11.4 - 15.8)	14.9 (12.3 - 18.0)	11.5 (9.2 - 14.4)
Percentage of students who have ever used any tobacco products (cigarettes, other smoked tobacco products, smokeless tobacco, heated tobacco products)	27.7 (25.0 - 30.5)	29.0 (25.8 - 32.5)	26.1 (23.0 - 29.4)
<i>Smoked tobacco</i>			
Percentage of students who currently smoke any tobacco products (cigarettes, heated tobacco products, other smoked tobacco products)	12.0 (10.1 - 14.2)	13.4 (11.0 - 16.1)	10.2 (8.2 - 12.8)
Percentage of students who currently smoke cigarettes	8.1 (6.6 - 9.9)	9.1 (7.0 - 11.7)	6.9 (5.4 - 8.7)
Percentage of students who smoked cigarettes on 20 or more days of the past 30 days	0.3 (0.2 - 0.5)	0.6 (0.3 - 0.9)	0.1 (0.0 - 0.4)
Percentage of students who currently smoke heated tobacco products	5.2 (4.0 - 6.7)	5.4 (4.2 - 6.8)	4.7 (3.2 - 7.0)
Percentage of students who currently smoke tobacco products other than cigarettes or heated tobacco products	3.6 (2.8 - 4.6)	3.9 (3.0 - 5.2)	3.2 (2.1 - 4.8)
Percentage of students who ever smoked any tobacco products (cigarettes, heated tobacco products, other smoked tobacco products)	26.0 (23.4 - 28.8)	27.2 (24.1 - 30.6)	24.5 (21.5 - 27.7)
Percentage of students who ever smoked cigarettes	19.1 (16.6 - 21.9)	20.2 (16.9 - 23.9)	18.0 (15.4 - 20.8)
Percentage of students who ever smoked heated tobacco products	10.3 (9.1 - 11.7)	10.9 (9.2 - 12.8)	9.5 (7.8 - 11.5)
Percentage of students who ever smoked tobacco products other than cigarettes or heated tobacco products	9.8 (8.3 - 11.5)	10.7 (8.8 - 13.0)	8.8 (7.2 - 10.7)

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<b>Results for students aged 13–15 years</b>	<b>Total</b>	<b>Boys</b>	<b>Girls</b>
<i>Smokeless tobacco</i>			
Percentage of students who currently use smokeless tobacco products	3.0 (2.1 - 4.2)	3.1 (2.1 - 4.5)	2.7 (1.7 - 4.3)
Percentage of students who ever used any smokeless tobacco products	7.2 (5.7 - 9.0)	8.3 (6.4 - 10.7)	6.0 (4.6 - 7.6)
<i>Susceptibility</i>			
Percentage of never tobacco users who are susceptible to using tobacco in the future	26.0 (23.9 - 28.3)	25.9 (22.4 - 29.7)	26.2 (23.5 - 29.0)
<b>Electronic cigarette use</b>			
Percentage of students who currently use e-cigarettes	16.6 (14.4 - 19.0)	15.1 (12.7 - 17.9)	17.7 (14.6 - 21.4)
Percentage of students who have ever used electronic cigarettes	36.2 (33.2 - 39.4)	36.6 (33.0 - 40.4)	35.9 (31.8 - 40.2)
<b>Cessation</b>			
Percentage of current smokers who want to stop smoking now	60.9 (49.3 - 71.3)	72.1 (60.3 - 81.5)	47.9 (30.7 - 65.6)
Percentage of current smokers who tried to stop smoking during the past 12 months	65.4 (55.0 - 74.5)	71.9 (58.7 - 82.1)	57.7 (43.4 - 70.8)
Percentage of current smokers who think they would be able to stop smoking if they wanted to	88.0 (80.1 - 93.0)	90.8 (79.7 - 96.1)	86.6 (75.5 - 93.1)
Percentage of current tobacco smokers who have received help or advice to stop smoking from a cessation program or campaign	23.0 (16.4 - 31.2)	25.4 (16.9 - 36.3)	20.8 (11.9 - 33.7)
<b>Second-hand smoke</b>			
Percentage of students who were exposed to tobacco smoke at home in the past 7 days	19.7 (17.7 - 21.9)	20.4 (17.9 - 23.2)	18.7 (16.7 - 20.9)
Percentage of students who were exposed to tobacco smoke in enclosed public places in the past 7 days	41.7 (39.4 - 43.9)	39.3 (36.2 - 42.4)	43.9 (41.2 - 46.5)
Percentage of students who were exposed to tobacco smoke at outdoor public places in the past 7 days	48.7 (45.4 - 52.0)	45.6 (41.9 - 49.3)	51.4 (47.2 - 55.6)
Percentage of students who saw anyone smoking inside the school building or outside on school property in the past 30 days	30.8 (27.3 - 34.5)	31.7 (27.6 - 36.2)	29.7 (26.3 - 33.4)
<b>Access and availability</b>			
Percentage of current cigarette smokers who bought their cigarettes in a store, shop, supermarket or street vendor in the past 30 days	38.4 (30.4 - 47.1)	41.6 (30.2 - 53.9)	36.3 (26.6 - 47.3)
Percentage of current cigarette smokers who tried to buy cigarettes and were not prevented from buying cigarettes because of their age in the past 30 days	49.4 (36.0 - 63.0)	53.2 (35.4 - 70.2)	43.9 (27.9 - 61.3)
Percentage of current cigarette smokers who bought cigarettes as individual sticks (singles)	64.3 (52.8 - 74.4)	73.3 (61.7 - 82.4)	57.9 (39.7 - 74.1)
<b>Advertising and promotion</b>			
<i>Tobacco advertising and promotion</i>			
Percentage of students who visited points of sale in the past 30 days who saw any tobacco marketing at the points of sale	40.5 (36.8 - 44.3)	41.0 (36.5 - 45.6)	40.0 (35.2 - 45.0)

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<b>Results for students aged 13–15 years</b>	<b>Total</b>	<b>Boys</b>	<b>Girls</b>
Percentage of students who watched TV, movies, or video streaming services in the past 30 days and most of the time or always saw someone using tobacco or nicotine products	11.4 (10.0 - 13.0)	10.8 (8.7 - 13.3)	12.1 (10.3 - 14.1)
Percentage of students who were ever offered a free tobacco or nicotine product from someone who is not a family member or friend	22.2 (20.1 - 24.4)	23.3 (20.9 - 25.9)	20.9 (18.4 - 23.6)
Percentage of students who have something with a tobacco product brand logo on it	18.4 (16.8 - 20.1)	19.9 (17.8 - 22.1)	16.8 (14.7 - 19.1)
<b>Anti-tobacco advertising and promotion</b>			
Percentage of students who saw or heard anti-tobacco or anti-nicotine products messages on TV, radio, billboards, posters, newspapers, magazines, or movies in the past 30 days	43.6 (40.8 - 46.4)	43.5 (40.4 - 46.7)	43.7 (40.5 - 47.0)
Percentage of students who attended sports events, fairs, concerts, community events, or social gatherings and saw or heard anti-tobacco or anti-nicotine products messages in the past 30 days	44.2 (42.1 - 46.3)	48.1 (44.3 - 51.9)	40.1 (36.4 - 43.8)
Percentage of current tobacco smokers who noticed text or pictorial health warnings on cigarette packages in the past 30 days and thought about quitting smoking cigarettes	27.0 (21.8 - 32.8)	26.2 (20.6 - 32.6)	29.3 (18.8 - 42.6)
Percentage of students who were taught about the dangers of tobacco use at school during the past 12 months	58.2 (54.4 - 62.0)	57.3 (52.9 - 61.6)	59.3 (55.1 - 63.4)
<b>Knowledge and attitudes</b>			
Percentage of students who think that it is difficult to quit once someone starts using tobacco	87.4 (86.2 - 88.6)	85.4 (83.8 - 86.8)	89.4 (87.4 - 91.1)
Percentage of students who think that smoking tobacco products helps people feel more comfortable at celebrations, parties, and social gatherings	26.7 (24.8 - 28.8)	30.9 (28.1 - 33.9)	22.2 (19.9 - 24.7)
Percentage of students who think other people's tobacco smoking is definitely harmful to them	42.5 (40.4 - 44.6)	41.4 (38.5 - 44.4)	43.9 (41.6 - 46.3)
Percentage of students who are in favour of banning smoking in enclosed public places	83.8 (81.6 - 85.8)	82.3 (79.4 - 84.9)	85.5 (82.3 - 88.1)
Percentage of students who are in favour of banning smoking at outdoor public places	76.5 (73.8 - 79.1)	74.5 (71.8 - 77.1)	78.6 (74.9 - 81.9)

For additional information, please contact:  
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For general information about the GYTS,  
please visit:  
<https://www.who.int/teams/noncommunicable-diseases/surveillance/systems-tools/global-youth-tobacco-survey>