

Mexico – Guadalajara (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Mexico - Guadalajara 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 - Guadalajara. 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 96.0%, the class response rate was 100.0%, the student response rate was 91.5%, and the overall response rate was 87.8%. A total of 1,649 students aged 13-15 participated in the Mexico - Guadalajara GYTS.

Prevalence

48.1% of students had ever smoked cigarettes (Boy = 49.7%, Girl = 45.3%)
 22.3% currently use any tobacco product (Boy = 23.9%, Girl = 20.5%)
 17.3% currently smoke cigarettes (Boy = 18.5%, Girl = 15.8%)
 7.5% currently use other tobacco products (Boy = 8.8%, Girl = 6.1%)
 24.5% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

20.6% think boys and 10.4% think girls who smoke have more friends
 10.9% think boys and 6.8% think girls who smoke look more attractive

Access and Availability - Current Smokers

13.6% usually smoke at home
 41.5% buy cigarettes in a store
 55.1% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

45.5% live in homes where others smoke in their presence
 59.1% are around others who smoke in places outside their home
 88.5% think smoking should be banned from public places
 79.4% think smoke from others is harmful to them
 41.7% have one or more parents who smoke
 16.3% have most or all friends who smoke

Cessation - Current Smokers

47.6% want to stop smoking
 61.6% tried to stop smoking during the past year
 67.6% have ever received help to stop smoking

Media and Advertising

86.1% saw anti-smoking media messages, in the past 30 days
 88.5% saw pro-cigarette ads on billboards, in the past 30 days
 73.9% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 18.3% have an object with a cigarette brand logo
 10.5% were offered free cigarettes by a tobacco company representative

School

73.9% had been taught in class, during the past year, about the dangers of smoking
 44.9% had discussed in class, during the past year, reasons why people their age smoke
 64.2% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 22.3% of students currently use any form of tobacco; 17.3% currently smoke cigarettes; 7.5% currently use some other form of tobacco.
- SHS exposure is high – more than 2 in 5 students live in homes where others smoke, and 6 in 10 students are exposed to smoke around others outside of the home; 2 in 5 students have at least one parent who smokes.
- Eight in 10 students think smoke from others is harmful to them.
- Nearly 9 in 10 students think smoking in public places should be banned.
- Close to half the 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 almost three-quarters saw pro-tobacco ads in newspapers or magazines in the past 30 days.