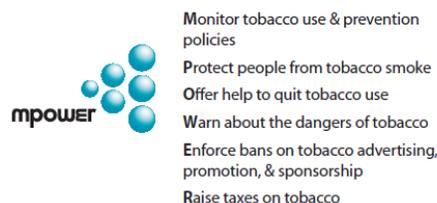


## GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use (smoking and smokeless) and tracking key tobacco control indicators.

GATS is a nationally representative survey, using a consistent and standard protocol across countries including Mexico. GATS enhances countries' capacity to design, implement and evaluate tobacco control programs. It will also assist countries to fulfill their obligations under the World Health Organization (WHO) Framework Convention on Tobacco Control (FCTC) to generate comparable data within and across countries. WHO has developed MPOWER, a package of selected demand reduction measures contained in the WHO FCTC:



## GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking and smokeless), cessation, secondhand smoke, economics, media, and knowledge, attitudes and perceptions towards tobacco use. In Mexico, GATS was first implemented in 2009 and again in 2015. GATS is a household survey of persons 15 years of age and older conducted by the National Institute of Public Health, Mexico (INSP) under the coordination of the National Commission against Addictions (CONADIC), Ministry of Health (SSA), Mexico. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 17,765 households were sampled and one individual was randomly selected from each participating household to complete the survey. Survey information was collected electronically by using handheld devices. There were a total of 14,664 completed individual interviews with an overall response rate of 82.7%.

## GATS Highlights

### TOBACCO USE

- 16.4% (14.3 million adults) currently smoke tobacco (25.2% men and 8.2% women).
- 7.6% overall currently smoke tobacco daily (11.9% men and 3.6% women).
- Among daily cigarette smokers, on average men smoke 8.0 cigarettes per day, women 6.8 cigarettes per day, and overall 7.7 cigarettes per day.
- 0.2% overall (0.2 million adults) currently used smokeless tobacco (0.4% of men, 0.0% of women).

### CESSATION

- Almost 8 in 10 current smokers planned to or were thinking about quitting.
- Almost 6 in 10 past-year smokers made a quit attempt in the past 12 months.
- About 2 in 10 smokers were advised to quit by health care providers in the past 12 months.<sup>3,4</sup>

### SECONDHAND SMOKE

- 17.0% of adults who worked indoors (3.9 million) were exposed to tobacco smoke at the workplace.
- 12.6% of adults (11.0 million) were exposed to tobacco smoke at home.

### ECONOMICS

- On average, a current cigarette smoker spent 297.2 Mexican Pesos per month on manufactured cigarettes.

### MEDIA

- 7 in 10 adults noticed anti-cigarette smoking information on the television or radio.
- About 4 in 10 adults noticed cigarette marketing in stores where cigarettes are sold.<sup>8,†</sup>
- 4 in 10 adults noticed cigarette marketing (other than in stores) or sporting event sponsorship.
- About 9 in 10 current smokers noticed health warnings on cigarette packages and about 4 in 10 current smokers thought about quitting because of warning labels.

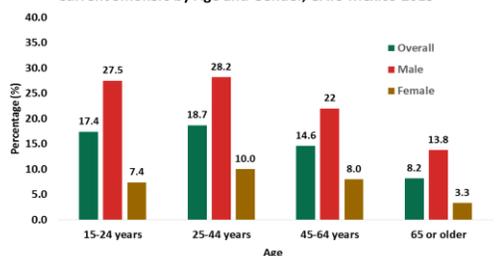
### KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 98.1% of adults believed smoking causes serious illness.
- 93.4% of adults support ban on smoking in indoor workplaces and public places.
- 84.0% of adults support ban on all tobacco advertisements.
- 66.7% of adults favored increasing taxes on tobacco products.

### TOBACCO USE

TOBACCO SMOKERS	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco smokers	16.4	25.2	8.2
Daily tobacco smokers	7.6	11.9	3.6
Current cigarette smokers <sup>1</sup>	16.3	25.1	8.2
Daily cigarette smokers <sup>1</sup>	7.5	11.8	3.6
Former daily tobacco smokers <sup>2</sup> (among all adults)	5.8	8.4	3.4
Former daily tobacco smokers <sup>2</sup> (among ever daily smokers)	35.5	34.1	39.1
<b>SMOKELESS TOBACCO USERS</b>			
Current smokeless tobacco users	0.2	0.4	0.0
<b>TOBACCO USERS (smoked and/or smokeless)</b>			
Current tobacco users	16.6	25.6	8.4

Current Smokers by Age and Gender, GATS Mexico 2015



### CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months <sup>3</sup>	56.9	57.0	56.4
Smokers who quit in the past 12 months <sup>3</sup>	9.8	7.8	14.9
Current smokers who planned to or were thinking about quitting	78.3	78.9	76.7
Smokers advised to quit by health care provider in the past 12 months <sup>3,4</sup>	19.3	21.8	14.7
Attempted to quit smoking using <sup>3</sup> :			
Pharmacotherapy	3.5	2.7	5.5
Counseling/advice	5.9	7.1	2.8

### SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace <sup>5,†</sup>	17.0	19.4	13.7
Adults exposed to tobacco smoke at home at least monthly	12.6	13.7	11.6
Adults exposed to tobacco smoke in: <sup>6,†</sup>			
Government Buildings/Offices	14.0	14.3	13.6
Health Care Facilities	5.2	5.6	4.9
Restaurants	24.6	23.5	25.8
Bars or Nightclubs	72.7	74.3	69.8
Universities	42.4	42.2	42.7
Public Transportation	24.7	23.4	25.9

### ECONOMICS

Average amount spent on 20 manufactured cigarettes [in Mexican pesos] <sup>7</sup>	46.7
Average monthly expenditure on cigarettes [in Mexican pesos] <sup>8</sup>	297.2
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2014 <sup>9</sup>	3.3

### MEDIA

TOBACCO INDUSTRY ADVERTISING	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who noticed cigarette marketing in stores where cigarettes are sold <sup>8,†</sup>	38.0	43.6	36.9
Adults who noticed any cigarette advertisements/ promotions (other than in stores), or sporting event sponsorship <sup>†</sup>	40.8	45.8	39.8
Adults who noticed any cigarette advertisements on the internet <sup>†</sup>	11.8	13.0	11.5

### COUNTER ADVERTISING

Adults who noticed anti-cigarette smoking information on the television or radio <sup>†</sup>	70.9	71.3	70.8
<b>HEALTH WARNINGS</b>			
Current smokers who thought about quitting because of a warning label <sup>†</sup>	43.2	42.9	43.9

### KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	98.1	98.0	98.1
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	96.5	95.6	96.7
Adults who support the law prohibiting smoking in indoor workplaces and public places	93.4	89.7	94.2
Adults who support increasing taxes on tobacco products	66.7	49.9	70.0
Adults who support a law prohibiting all advertising for tobacco products	84.0	79.0	85.0

### ELECTRONIC CIGARETTES

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	35.3	55.0	31.5
Ever used electronic cigarettes	5.0	16.8	2.7

<sup>1</sup> Includes manufactured cigarettes and hand-rolled cigarettes. <sup>2</sup> Current non-smokers. <sup>3</sup> Includes current smokers and those who quit in the past 12 months. <sup>4</sup> Among current and past-year smokers who visited the health care provider during the past 12 months. <sup>5</sup> Among those who work outside of the home who usually work indoors or both indoors and outdoors. <sup>6</sup> Among those who visited the place in the past 30 days. <sup>7</sup> Among current manufactured cigarette smokers. <sup>8</sup> International Monetary Fund, World Economic Outlook database estimate for 2014 (GDP 2014 = 142,753.80 Mexican Pesos). <sup>9</sup> Includes those who noticed cigarettes at sale prices; free gifts or discount offers on other products when buying cigarettes; or any advertisements or signs promoting cigarettes in stores where cigarettes are sold. <sup>†</sup> During the past 30 days.

**NOTE:** Current use refers to daily and less than daily use. Adults refer to persons aged 15 years and older. Data have been weighted to be nationally representative of all non-institutionalized men and women aged 15 years and older. Percentages reflect the prevalence of each indicator in each group, not the distribution across groups.

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