

Mexico – Hermosillo 2011 (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Mexico-Hermosillo GYTS was a school-based survey of students in 1st, 2nd and 3rd of Secondary and 1st of High School conducted in 2011.

A two-stage cluster sample design was used to produce representative data for Mexico-Hermosillo. 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. A total of 1,947 students participated in the Mexico - Hermosillo GYTS of which 1,427 were ages 13 to 15 years. The overall response rate of all students surveyed was 86.6%.

Prevalence

- 33.2% of students had ever smoked cigarettes (Boys = 36.2%, Girls = 30.5%)
- 16.3% currently use any tobacco product (Boys = 18.3%, Girls = 14.0%)
- 9.3% currently smoke cigarettes (Boys = 10.3%, Girls = 8.3%)
- 10.1% currently use other tobacco products (Boys = 12.1%, Girls = 7.9%)
- 19.8% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 27.6% think boys and 16.2% think girls who smoke have more friends
- 9.7% think boys and 6.5% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 4.5% usually smoke at home
- 27.8% buy cigarettes in a store

Exposure to Secondhand Smoke (SHS)

- 29.0% live in homes where others smoke in their presence
- 45.9% are around others who smoke in places outside their home
- 90.1% think smoking should be banned from public places
- 76.5% think smoke from others is harmful to them
- 35.6% have one or more parents who smoke
- 10.4% have most or all friends who smoke

Cessation - Current Smokers

- 55.1% want to stop smoking
- 60.3% tried to stop smoking during the past year
- 70.5% have ever received help to stop smoking

Media and Advertising

- 85.4% saw anti-smoking media messages, in the past 30 days
- 72.9% saw pro-cigarette ads on billboards, in the past 30 days
- 63.0% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 9.9% have an object with a cigarette brand logo
- 10.4% were offered free cigarettes by a tobacco company representative

School

- 70.3% had been taught in class, during the past year, about the dangers of smoking
- 42.0% had discussed in class, during the past year, reasons why people their age smoke
- 68.9% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 16.3% of students currently use any form of tobacco; 9.3% currently smoke cigarettes and 10.1% currently use some other form of tobacco
- SHS exposure – Three in 10 students live in homes where others smoke, and 45.9% of the students are exposed to smoke around others outside of the home; 35.6% of the students have at least one parent who smokes
- Over three-quarters of the students think smoke from others is harmful to them
- Nine in 10 students think smoking in public places should be banned
- 55.1% of the current smokers want to stop smoking
- 9.9% of students have an object with a cigarette brand logo on it
- 85.5% of students saw anti-smoking media messages in the past 30 days; almost three-quarters saw pro-cigarette ads on billboards in the past thirty days, and over three in five saw pro-cigarette ads in newspapers or magazines in the past 30 days