

# Mexico - Leon 2011 (Ages 13-15)

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



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

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

A two-stage cluster sample design was used to produce representative data for Mexico-Leon. 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 1,607 students participated in the Mexico-Leon GYTS of which 1,072 were ages 13 to 15 years. The overall response rate of all students surveyed was 71.5%.

### Prevalence

- 46.4% of students had ever smoked cigarettes (Boys = 48.6%, Girls = 43.0%)
- 22.2% currently use any tobacco product (Boys = 24.4%, Girls = 18.7%)
- 16.5% currently smoke cigarettes (Boys = 17.2%, Girls = 14.3%)
- 10.8% currently use other tobacco products (Boys = 13.3%, Girls = 8.1%)
- 24.5% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

- 30.9% think boys and 19.0% think girls who smoke have more friends
- 15.3% think boys and 9.3% think girls who smoke look more attractive

### Access and Availability - Current Smokers

- 12.9% usually smoke at home
- 53.1% buy cigarettes in a store
- 55.3% who bought cigarettes in a store were NOT refused purchase because of their age

### Exposure to Secondhand Smoke (SHS)

- 34.9% live in homes where others smoke in their presence
- 52.4% are around others who smoke in places outside their home
- 88.1% think smoking should be banned from public places
- 80.8% think smoke from others is harmful to them
- 40.0% have one or more parents who smoke
- 18.5% have most or all friends who smoke

### Cessation - Current Smokers

- 59.5% want to stop smoking
- 72.7% tried to stop smoking during the past year
- 71.9% have ever received help to stop smoking

### Media and Advertising

- 86.5% saw anti-smoking media messages, in the past 30 days
- 75.2% saw pro-cigarette ads on billboards, in the past 30 days
- 65.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 15.5% have an object with a cigarette brand logo
- 11.0% were offered free cigarettes by a tobacco company representative

### School

- 72.7% had been taught in class, during the past year, about the dangers of smoking
- 45.0% had discussed in class, during the past year, reasons why people their age smoke
- 68.4% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 22.2% of students currently use any form of tobacco; 16.5% currently smoke cigarettes and 10.8% currently use some other form of tobacco
- SHS exposure – Over one-third of the students live in homes where others smoke, over half of the students are exposed to smoke around others outside of the home; two in five students have at least one parent who smokes
- Four in five students think smoke from others is harmful to them
- Almost nine in 10 students think smoking in public places should be banned
- Three in five current smokers want to stop smoking
- 15.5% of students have an object with a cigarette brand logo on it
- 86.5% of students saw anti-smoking media messages in the past 30 days; three-quarters saw pro-tobacco ads on billboards in the past 30 days, and two-thirds saw pro-tobacco ads in newspapers or magazines in the past 30 days