

Mexico – Toluca 2011 (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Mexico-Toluca 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-Toluca. 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 1,667 students participated in the Mexico-Toluca GYTS of which 1,145 were ages 13 to 15 years. The overall response rate of all students surveyed was 77.8%.

Prevalence

- 57.8% of students had ever smoked cigarettes (Boys = 60.6%, Girls = 54.9%)
- 25.5% currently use any tobacco product (Boys = 28.9%, Girls = 21.7%)
- 22.1% currently smoke cigarettes (Boys = 24.9%, Girls = 18.9%)
- 10.2% currently use other tobacco products (Boys = 12.0%, Girls = 8.3%)
- 30.3% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

- 37.9% think boys and 26.0% think girls who smoke have more friends
- 16.2% think boys and 11.6% think girls who smoke look more attractive

Access and Availability - Current Smokers

- 4.9% usually smoke at home
- 52.5% buy cigarettes in a store
- 63.7% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

- 31.7% live in homes where others smoke in their presence
- 49.7% are around others who smoke in places outside their home
- 87.6% think smoking should be banned from public places
- 80.4% think smoke from others is harmful to them
- 38.4% have one or more parents who smoke
- 20.8% have most or all friends who smoke

Cessation - Current Smokers

- 61.9% want to stop smoking
- 58.4% tried to stop smoking during the past year
- 70.7% have ever received help to stop smoking

Media and Advertising

- 85.1% saw anti-smoking media messages, in the past 30 days
- 74.7% saw pro-cigarette ads on billboards, in the past 30 days
- 63.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
- 17.1% have an object with a cigarette brand logo
- 10.8% were offered free cigarettes by a tobacco company representative

School

- 74.6% had been taught in class, during the past year, about the dangers of smoking
- 49.3% had discussed in class, during the past year, reasons why people their age smoke
- 67.5% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 25.5% of students use any form of tobacco; 22.1% currently smoke cigarettes and 10.2% currently uses some other form of tobacco
- SHS exposure – Almost one-third of the students live in homes where others smoke, and half the students are exposed to smoke around others outside of the home; almost two in five students have at least one parent who smokes
- Four in five students think smoke from others is harmful to them
- Nearly nine in 10 students think smoking in public places should be banned
- Over six in 10 current smokers want to stop smoking
- 17.1% of students have an object with a cigarette brand logo on it
- 85.1% of students saw anti-smoking media messages in the past 30 days; three-quarters of the students saw pro-cigarette ads on billboards in the past 30 days, and almost two-thirds saw pro-cigarette ads in newspapers or magazines in the past 30 days