

GATS Objectives

The Global Adult Tobacco Survey (GATS) is a global standard for systematically monitoring adult tobacco use 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. GATS also assists 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:



- Monitor tobacco use & prevention policies
- Protect people from tobacco smoke
- Offer help to quit tobacco use
- Warn about the dangers of tobacco
- Enforce bans on tobacco advertising, promotion, & sponsorship
- Raise taxes on tobacco

GATS Methodology

GATS uses a global standardized methodology. It includes information on respondents' background characteristics, tobacco use (smoking, smokeless, and heated tobacco products), electronic cigarette use, cessation, secondhand smoke, economics, media, and knowledge, attitudes, and perceptions towards tobacco use. In Mexico, GATS was conducted in 2023 as a household survey of persons 15 years of age and older by the National Institute of Public Health (INSP) Mexico, under the coordination of the National Commission for Mental Health and Addictions (CONASAMA), Ministry of Health (SALUD) Mexico. A multi-stage, geographically clustered sample design was used to produce nationally representative data. A total of 15,229 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 13,263 completed individual interviews with an overall response rate of 87.2%.

GATS Highlights

TOBACCO USE

- 15.6% overall (14.6 million adults), 24.3% of men, and 7.4% of women currently used tobacco (smoking, smokeless, and heated tobacco products).
- 15.3% overall (14.3 million adults), 23.8% of men, and 7.3% of women currently smoked tobacco.
 - 6.6% overall, 10.5% of men, and 3.0% of women currently smoked tobacco on a daily basis.
 - 8.7% overall, 13.3% of men, and 4.3% of women currently smoked tobacco less than daily.
- 0.3% overall (0.3 million adults), 0.4% of men, and 0.1% of women currently used smokeless tobacco.
- 0.2% overall (0.2 million adults), 0.3% of men, and 0.1% of women currently used heated tobacco products.

ELECTRONIC CIGARETTE USE

- 12.9% overall (12.0 million adults), 16.8% of men, and 9.1% of women had ever used electronic cigarettes.
- 2.1% overall (2.0 million adults), 3.1% of men, and 1.2% of women currently used electronic cigarettes.

CESSATION

- 71.9% of adults who currently smoked tobacco planned to or were thinking about quitting smoking.
- 42.3% of adults who smoked tobacco in the past 12 months and visited a healthcare provider were advised to quit smoking.

SECONDHAND SMOKE

- 11.4% of adults who worked indoors (3.0 million adults) were exposed to tobacco smoke in enclosed areas at their workplace.
- 11.9% of adults (11.2 million adults) were exposed to tobacco smoke inside their homes.
- 17.8% of adults (6.0 million adults) were exposed to tobacco smoke when visiting restaurants.
- 70.3% of adults (7.7 million adults) were exposed to tobacco smoke when visiting bars or nightclubs.
- 33.5% of adults (3.4 million adults) were exposed to tobacco smoke when visiting universities.

ECONOMICS

- The average (mean) amount spent on 20 manufactured cigarettes was 70.2 Mexican pesos.
- The average (mean) monthly expenditure on manufactured cigarettes was 474.9 Mexican pesos.
- 47.7% of adults who currently smoked manufactured cigarettes last purchased cigarettes as single sticks.
- 47.6% of adults who currently smoked manufactured cigarettes last purchased cigarettes which included a flavor capsule in the filter.

MEDIA

- 61.4% of adults noticed anti-cigarette smoking information on the television or radio.
- 34.6% of adults who currently smoked tobacco thought about quitting because of warning labels.
- 25.4% of adults noticed cigarette advertising or promotions in stores where cigarettes are sold.
- 42.6% of adults noticed any cigarette advertisements, promotions, or sporting event sponsorship.

KNOWLEDGE, ATTITUDES & PERCEPTIONS

- 98.2% of adults believed smoking causes serious illness.
- 94.4% of adults believed breathing other peoples' smoke causes serious illness among those who do not smoke tobacco.
- 58.7% of adults heard about "Ley General para el control del Tabacco" which bans smoking in indoor public places.
- 39.2% of adults heard about the amendment of the national tobacco control legislation which supports 100% smoke-free places.

TOBACCO USE

TOBACCO USE (smoking, smokeless, and heated tobacco products)	OVERALL (%)	MEN (%)	WOMEN (%)
Current tobacco users	15.6	24.3	7.4

TOBACCO SMOKING

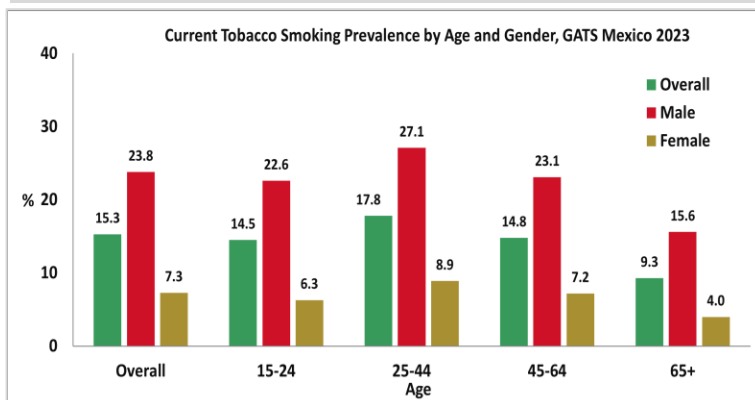
Current tobacco smokers	15.3	23.8	7.3
Daily tobacco smokers	6.6	10.5	3.0
Less than daily tobacco smokers	8.7	13.3	4.3
Current cigarette smokers ¹	15.0	23.2	7.3
Former daily tobacco smokers ² (among all adults)	5.1	7.1	3.2
Former daily tobacco smokers ^{2,3} (among ever daily smokers)	34.3	31.6	41.7

SMOKELESS TOBACCO USE

Current smokeless tobacco users	0.3	0.4	0.1
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HEATED TOBACCO PRODUCT USE

Ever heard of heated tobacco products	10.8	12.8	8.8
Ever used heated tobacco products	1.1	1.7	0.7
Current user of heated tobacco products	0.2	0.3	0.1



ELECTRONIC CIGARETTE USE

	OVERALL (%)	MEN (%)	WOMEN (%)
Ever heard of electronic cigarettes	70.7	74.7	66.9
Ever used electronic cigarettes	12.9	16.8	9.1
Current user of electronic cigarettes	2.1	3.1	1.2

CESSATION

	OVERALL (%)	MEN (%)	WOMEN (%)
Smokers who made a quit attempt in past 12 months ⁴	53.6	53.4	54.3
Current smokers who planned to or were thinking about quitting ⁵	71.9	70.7	75.8
Smokers advised to quit by health care provider in the past 12 months ^{4,6}	42.3	41.2	44.4
Attempted to quit smoking using ⁴ :			
Pharmacotherapy	8.1	8.2	7.7
Counseling/advice	4.9	4.6	5.6
Without any assistance	90.2	91.7	85.7

SECONDHAND SMOKE

	OVERALL (%)	MEN (%)	WOMEN (%)
Adults exposed to tobacco smoke at the workplace ^{7,1}	11.4	13.0	9.3
Adults exposed to tobacco smoke at home at least monthly	11.9	12.8	11.1
Adults exposed to tobacco smoke in ^{8,1} :			
Government buildings/offices	9.5	9.2	9.9
Health care facilities	4.4	4.9	4.0
Restaurants	17.8	17.7	17.9
Bars or nightclubs	70.3	70.7	69.6
Public transportation	14.4	13.7	15.1
Universities	33.5	34.2	32.7
Schools	11.2	12.4	10.5

ECONOMICS

Average (mean) amount spent on 20 manufactured cigarettes [in Mexican pesos] ⁹	70.2
Average (mean) monthly expenditure on cigarettes [in Mexican pesos] ⁹	474.9
Cost of 100 packs of manufactured cigarettes as a percentage of per capita Gross Domestic Product (GDP) 2023 ¹⁰	3.0%
Last purchased cigarettes as single sticks ⁹	47.7%
Cigarettes last purchased included a flavor capsule in the filter	47.6%

MEDIA

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
ANTI-TOBACCO WARNINGS			
Adults who noticed anti-cigarette smoking information on the television or radio ¹	61.4	60.9	61.4
Adults who noticed anti-cigarette smoking information on social media, mobile phone apps, or other internet places ¹	45.3	46.4	45.1
	OVERALL (%)	MEN (%)	WOMEN (%)
Current smokers who thought about quitting because of a warning label ¹	34.6	33.3	38.5

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
TOBACCO INDUSTRY ADVERTISING			
Adults who noticed cigarette advertising or promotions in stores where cigarettes are sold ^{11,1}	25.4	22.6	25.9
Adults who noticed any cigarette advertisements on the internet ¹	16.4	15.4	16.5
Adults who noticed any cigarette advertisements, promotions, or sporting event sponsorship ¹	42.6	43.7	42.4

KNOWLEDGE, ATTITUDES & PERCEPTIONS

	OVERALL (%)	CURRENT SMOKERS (%)	NON-SMOKERS (%)
Adults who believed smoking causes serious illness	98.2	98.0	98.2
Adults who believed breathing other peoples' smoke causes serious illness in nonsmokers	94.4	94.9	94.4
Adults who support the law prohibiting smoking in indoor workplaces and public places	90.5	85.2	91.5
Adults who support increasing taxes on tobacco products	66.6	47.6	70.0
Adults who support a law prohibiting all advertising for tobacco products	82.5	74.6	83.9
Adults who support increasing pictorial graphic warning labels to cover at least half of a cigarette pack	75.2	65.9	76.8
Adults who heard about "Ley General para el control del Tabaco" which bans smoking in indoor public places	58.7	60.9	58.3
Adults who heard about the amendment of the national tobacco control legislation which supports 100% smoke-free places	39.2	42.5	38.6

¹ Includes manufactured cigarettes and hand-rolled cigarettes. ² Current non-smokers. ³ Quit ratio for daily smoking. ⁴ Among current smokers and those who quit in the past 12 months. ⁵ Planning or thinking about quitting within the next month, 12 months, or someday. ⁶ Among those who visited a health care provider in past 12 months. ⁷ Among those who work outside of the home who usually work indoors or both indoors and outdoors. ⁸ Among those who visited the place in the past 30 days. ⁹ Among current manufactured cigarette smokers. ¹⁰ International Monetary Fund, World Economic Outlook database estimate for GDP 2023 = 236622.78 Mexican Pesos. ¹¹ Includes those who noticed any advertisements or signs promoting cigarettes in stores where cigarettes are sold; cigarettes at sale prices; or free gifts or discount offers on other products when buying cigarettes. ¹ 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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The findings and conclusions in this fact sheet are those of the author(s) and do not necessarily represent the official position of the CDC.