

Mexico - Morelia (Ages 13-15)

Global Youth Tobacco Survey (GYTS)

FACT SHEET



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

The Mexico-Morelia GYTS was a school-based survey of students in 1st, 2nd and 3rd of Secondary and 1st of High School conducted in 2008.

A two-stage cluster sample design was used to produce representative data for Mexico-Morelia. 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. The school response rate was 96.2%, the class response rate was 100.0%, the student response rate was 86.5%, and the overall response rate was 83.2%. A total of 1,352 students aged 13-15 participated in the Mexico-Morelia GYTS.

Prevalence

47.8% of students had ever smoked cigarettes (Boy = 49.8%, Girl = 45.8%)
 20.1% currently use any tobacco product (Boy = 20.2%, Girl = 20.1%)
 15.6% currently smoke cigarettes (Boy = 15.1%, Girl = 16.0%)
 7.8% currently use other tobacco products (Boy = 9.4%, Girl = 6.5%)
 23.1% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

26.0% think boys and 14.9% think girls who smoke have more friends
 12.6% think boys and 9.2% think girls who smoke look more attractive

Access and Availability - Current Smokers

7.9% usually smoke at home
 52.0% buy cigarettes in a store
 52.2% who bought cigarettes in a store were NOT refused purchase because of their age

Exposure to Secondhand Smoke (SHS)

35.3% live in homes where others smoke in their presence
 52.8% are around others who smoke in places outside their home
 89.2% think smoking should be banned from public places
 81.9% think smoke from others is harmful to them
 48.7% have one or more parents who smoke
 16.8% have most or all friends who smoke

Cessation - Current Smokers

59.8% want to stop smoking
 66.0% tried to stop smoking during the past year
 74.9% have ever received help to stop smoking

Media and Advertising

89.2% saw anti-smoking media messages, in the past 30 days
 83.1% saw pro-cigarette ads on billboards, in the past 30 days
 71.2% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
 16.3% have an object with a cigarette brand logo
 8.1% were offered free cigarettes by a tobacco company representative

School

68.8% had been taught in class, during the past year, about the dangers of smoking
 44.2% had discussed in class, during the past year, reasons why people their age smoke
 64.0% had been taught in class, during the past year, the effects of tobacco use

Highlights

- One in 5 currently use any form of tobacco; 15.6% currently smoke cigarettes and 7.8% currently use some other form of tobacco.
- SHS exposure is high – over one-third of students live in homes where others smoke, and more than half the students are exposed to smoke around others outside of the home; nearly half the students have at least one parent who smokes.
- More than 8 in 10 students think smoke from others is harmful to them.
- Nine in 10 students think smoking in public places should be banned.
- Six in 10 current smokers want to stop smoking.
- One in 6 students has an object with a cigarette brand logo on it.
- Nine in 10 students saw anti-smoking media messages in the past 30 days; more than 8 in 10 students saw pro-cigarette ads on billboards and 7 in 10 saw pro-tobacco ads in newspapers or magazines in the past 30 days.